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Manufacturers record

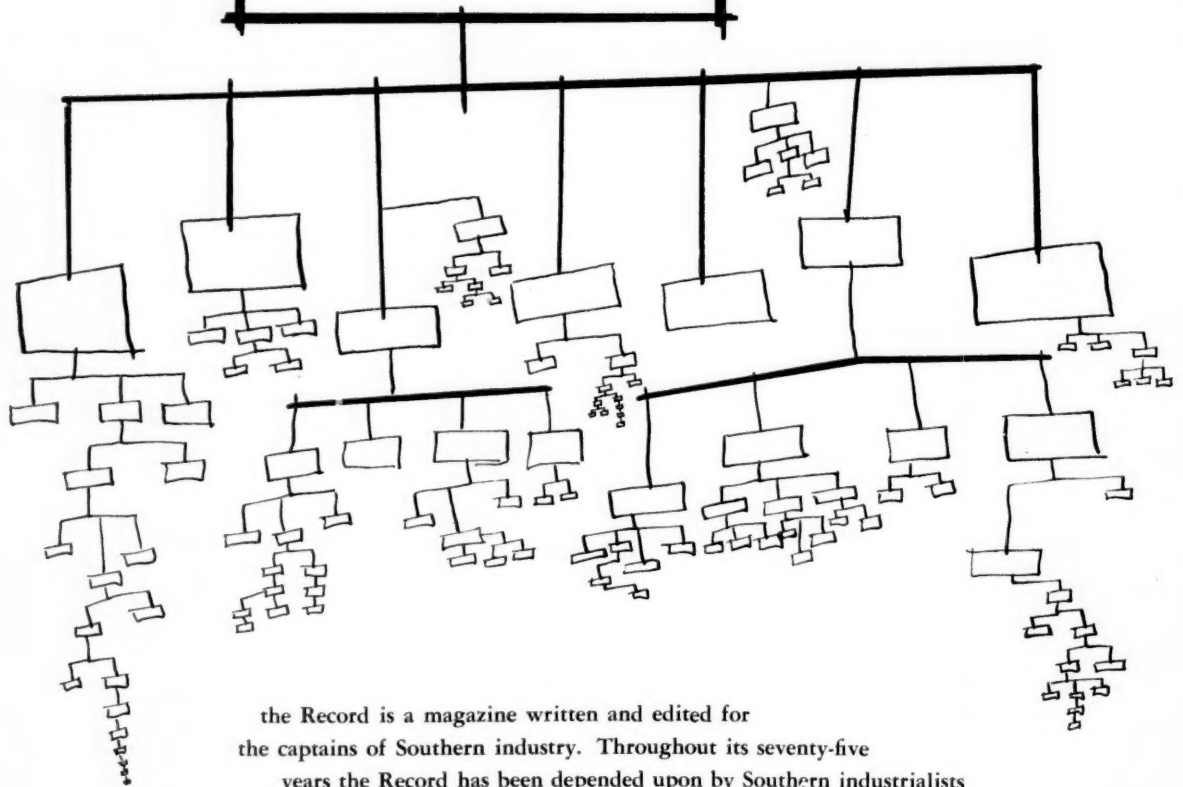
THE INDUSTRIAL SOUTH AND SOUTHWEST

Surveys Give Support to SASI Views	p. 5
Globe Union Chooses Tampa Site	p. 7
Savannah Plant Will Employ 250 Persons	p. 8
Sanitation Vital in Plant Activities	p. 23
Cooperation is Key to Production	p. 32



Loaded cars in Chesapeake & Ohio Storage Yards at Newport News symbolize Coal's Importance to South. Page 35.

an executive publication



the Record is a magazine written and edited for the captains of Southern industry. Throughout its seventy-five years the Record has been depended upon by Southern industrialists for authoritative news of growth in the region and for other important and informative news features. Today, as yesterday, the readers of the Record are the leaders of the South!

pacing progress in the industrial south . . .

manufacturers record

A CONWAY PUBLICATION

Manufacturers record

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BPA

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HOT-DIP GALVANIZING

by

DIXIE STEEL

TRADE MARK

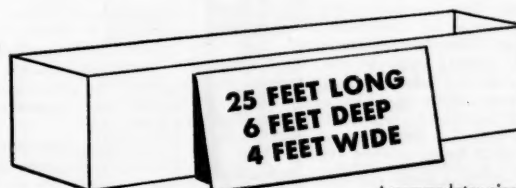
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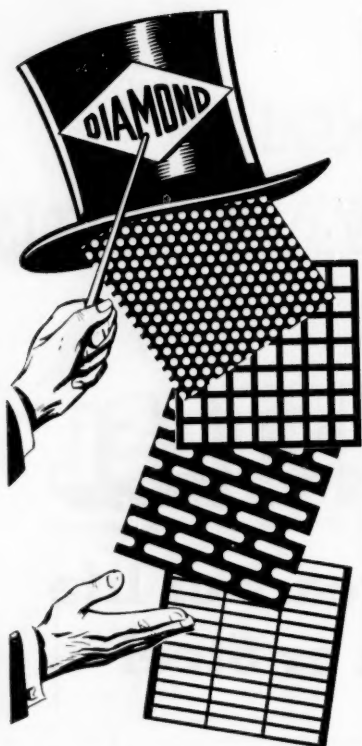


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LETTERS

SIRS: The marked copy of your October 1957 issue containing the article by Dr. Harris, President of Tulane University, has been received and I sincerely appreciate your thoughtfulness in calling it to my attention . . .

T. M. Forbes, Exec. Vice Pres.
Cotton Manufacturers Assn. of Georgia
Atlanta, Ga.

SIRS: It was most thoughtful of you to send me a copy of the **MANUFACTURERS RECORD** which contained the address I gave at Nassau for the Cotton Manufacturers Association and I wish to thank you for it. I would appreciate your sending me six additional copies of the October issue, if they are available.

Rufus C. Harris, President
Tulane University
New Orleans 18, La.

► Copies sent.

SIRS: Thank you for the excellent usage of the story and picture of our traveling "Magic City" exhibit this month. It was greatly appreciated by the folks at the Citizens & Southern Banks in Georgia . . .

You folks are doing an excellent job with **MANUFACTURERS RECORD**. Keep up the good work . . . Again, thank you for your interest in "Magic City" . . .

Robert E. Sibley, Publicity Dir.
The Citizens and Southern
National Bank
Atlanta 2, Ga.

SIRS: Your handling of the story "Georgia's C&S Bank Sets 'Magic City' Program" in your October issue bespeaks the importance **THE RECORD** attaches to a significant public relations project. By helping to "show the way" for business and industry through such reporting jobs, you render a genuine service to your readership . . . Our hats are off to you for your account of the undertaking.

James L. Haynsworth, Partner
Design Enterprises
Atlanta, Ga.

SIRS: A new crop is being harvested from the soil of two Southwestern Georgia counties, and in a third county it is there waiting for someone to dig and market it . . .

This deposit of iron is about 80 air miles from Brewton, Alabama, where oil was recently discovered. This new money crop is high-grade iron ore, thousands of acres of land in Quitman, Stewart and Webster counties being the center . . . Three plants are operating in Stewart County and one has just begun digging in Webster County . . .

These (and others) are all new discoveries, and no one ever dreamed that Georgia contained such products until the last two years . . .

It is being stated by a lot of our geologists that there is plenty of bauxite in Georgia, and probably tin as soon as some can be

worked out and finally established in paying quantities . . .

H. B. Griner,
Cairo, Georgia

SIRS: . . . We will look forward to receiving your publication at your earliest convenience as we hope to use it in our market analysis.

William L. McGee, President
Ferrosstal Pacific Corp.
San Francisco, Calif.

SIRS: The editorial in **MANUFACTURERS RECORD** is one of the nicest compliments I have ever received.

A basic premise of my educational philosophy has always been the maintenance of private enterprise as the bulwark of individualism. My analysis of Communism leads me to believe that Karl Marx fully understood that the Communist ideology could only succeed if the individual was deprived of the right to own, use, and transfer goods and property and the right to acquire and invest capital.

The Jeffersonian doctrines embodied in the Bill of Rights, representative government, and the general privileges of individuals depend upon the economic rights of individuals to own, use, and transfer property, and the right to acquire capital and invest it.

Jim Cherry, Superintendent
DeKalb County Board of Education
Decatur, Ga.

SIRS: May I quote a portion of Thurman Sensing's "The South Has No Race Problems," reprinted in *The Charlotte Observer*, September 11, 1944, in a documentary history of the South which I am compiling for use by college classes?

My book is to be published by D. Van Nostrand Company, Inc.

Ina Woestemeyer Van Noppen
Professor of History
Appalachian State Teachers College
Boone, N. C.

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SIRS: You may remember that the Library of Congress wrote you some time ago requesting general permission to photostat from your copyrighted publications for the official use of Congress. You were kind enough to extend this courtesy, and it has been of genuine assistance to us in endeavoring to meet the needs of Members, both in legislative matters and in connection with their correspondence.

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MEET THE STAFF

Advertising's Guy Tucker

Guy H. Tucker, Advertising Research Director, is a hustling Southerner. This good natured fellow has no trouble at all keeping two secretaries busy all day long, and his "corn pone" voice (via the Bell System) is a familiar sound to executives all over the country.

Guy has managed his own printing business, done marketing consultant work, and specialized in designing systems and forms for businesses. A native of Atlanta, he received three years' training in electrical engineering at Georgia Tech, and holds a BBA degree from Georgia State College of Business Administration.

Guy's hobbies are "anything that's do-it-yourself", machines, and inventions. "I'm all the time inventing stuff; none of it ever works", he says.

Guy spent six years in the service, three in World War II, and three in Korea. "It was in Okinawa that I acquired a Boxer dog, Jenosan, and a wife, Francine", Guy says. Francine was Guy's home town girl, who came to Okinawa with the Army and Air Force



Exchange Service and the island is still talking about the Champagne party after their wedding.

Guy and Francine have a boy, Butch, three, and a girl, Sandy, two. They (with Jenosan) live in Sexton Woods in North Atlanta.

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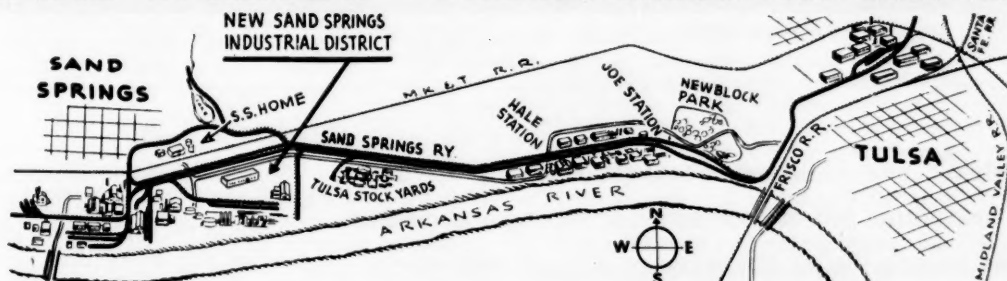
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WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

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Recruiting Telephone Ideas for the Future



What will the telephone of the future be like? Key members of CPPD discuss some possible models. Will they work? Are they marketable? Will they stand up?

Bell System's new Customer Products Planning Division has the fascinating job of generating, screening and testing new ideas for ever-better telephone equipment and service.

Here in this quiet room is shaped an important part of the future of the telephone.

For here are gathered together from many sources the hundreds of new engineering and styling ideas . . . even the "screwball notions" . . . from which the telephone of tomorrow will be developed.

Which are good? Which are bad? It is the responsibility of the Customer

Products Planning Division to find out. And to select for development and production those items that people really want.

No idea seems too farfetched for careful consideration by this hard-headed but hopeful group.

They go on the premise that even a poor idea may spark a good one, and that you never know how good an idea is until you try it.

So, when an idea looks promising, working models are developed and designed by the Bell Telephone Laboratories, built by Western Electric Company, and tried out in homes or offices. Thus no bets are missed, and no costly mistakes are made.

This is just one reason for the success of Bell System's continuing program of research for ever-better telephone service.



Working together to bring people together
Bell Telephone System

UNDAUNTED SOUTH MOVES AHEAD

Despite racial tension in some parts of the South, this energetic region of the nation continued to break records in 1957. SASI's initial statement of belief in the area now echoes throughout the country...

THE assertion made by the Southern Association of Science and Industry that sporadic outbursts of racial tension in the South have had no measurable effect on the development of industry in the region has been substantiated by subsequent surveys.

The SASI statement, carried first by MANUFACTURERS RECORD in its October issue, has appeared in a number of other publications, including such national news magazines as *Business Week* and *Newsweek*.

Extensive coverage of the statement was given also by The Associated Press and United Press. The latter news service conducted its own survey and came up with the conclusion that the situation is as SASI had found it to be.

Records Shattered

In addition, the Federal Reserve Bank of Atlanta confirmed that nothing is happening to the economy of the South that cannot be explained "adequately by economic indices without regard to race problems." The bank observed further that should there be any plant cancellations in the South any time soon, these will result from doubts about the 1958 outlook, the tight money situation, and the general slowdown nationally on investments, rather than from any racism factors.

At the time SASI made its original statement two months ago, the organization commented that in the

period since the historic Supreme Court decision was made—the move which led to increased tensions—the South has scored two record-shattering years in industrial expansion.

It was predicted then that 1957 would see a total of 1,200 significant new manufacturing units added to the industrial scene in the 15-state region. As of this writing—mid-November—that predicted total already had been attained. Thus it is a reasonable assumption that the forecast will be considerably exceeded by the end of December.

Tangible Evidence

With this very tangible evidence of a continued all-time high rate of industrial growth in the region, MANUFACTURERS RECORD feels confident that barring any strong increase in international tensions or a national downshift in the economy, there are no apparent reasons why the South's fast development should not continue.

As we stressed many times before, this region's expansion in the past has resulted from three basic factors: (1) growing markets, (2) productive labor and (3) abundant raw materials. Since these factors have in no way been altered, and they remain as the key things influencing plant location decisions, the South's growth prospects remain good.

This outlook, bolstered by the experience of the past two years, prompts us, therefore, to anticipate more and better things for the South in 1958. J.D.

DIRECTED BY
 Richard Edmonds...1882-1930
 Frank Gould1930-1943
 William Beury ...1943-1955
 McKinley Conway...1956

MANUFACTURERS RECORD

(IN REVIEW)



DECEMBER 1884

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

Statistical Report

Bradstreet's has compiled from special reports some statistics as to the number of workmen heretofore employed in manufacturing industries now idle on account of the industrial depression. While the number is very large, it should be understood that many of the mills and factories now closed will resume after the first of the year, it being a custom, especially with many iron works, to shut down in December and remain closed until the early part of January.

One of the most satisfactory features of the situation is the decidedly hopeful feeling everywhere noticeable. While trade is dull now, manufacturers all over the country are anticipating quite an improvement with the opening of the new year, though it is possible that this change will not be noticeable until during the latter half of the month.

As we have already said there is a decided change for the better now in progress in Southern States and the indications point to a season of very great activity in the industrial development of that section. That an early revival of trade and manufacturers all over the country is to take place we feel quite confident, and the South, we believe, is beginning to feel this improvement first.

Future of Sheffield

Sheffield, Ala., is, we believe, destined to become a very important manufacturing centre, despite the difficulties under which its managers have labored owing to the business depression. Those who have predicted the failure of this enterprise will probably now change their views. The managers of the company have made arrangements to go ahead with their work and they will now vigorously push the building up of this new city. Contracts have been awarded for building 45 miles of road to extensive coal lands and thence on to Birmingham. The proposed blast furnace will now be erected and other enterprises previously planned, will be carried out.

Copper In Northwest Texas

In our construction department mention is made of a company now preparing to develop an immense copper property in Northwest Texas. The particulars of this gigantic enterprise as reported from Texas, are that "Gen. Geo. B. McClellan has been engaged in a thorough inspection of the company's property, which lies in Knox, King, Stone-wall and Hardeman counties, and he pronounces the prospect as wonderful in possibilities. It is the purpose to soon begin work in Hardeman, and to remove and reduce, daily, one thousand tons of ore. The difficulty at present in the way of successful operation of the mines is the absence of fuel. Were coal at hand the crop of copper would soon be fabulous. The capital stock of the company is fixed at \$12,000,000. Any amount of water is at command, and when a railway penetrates this copper region it becomes

utterly impossible to guess what the result will be. One experienced expert says he has never yet examined anything to equal the property in magnitude and in richness; another is satisfied there are over five hundred thousand tons of ore in sight."

"The New South"

A book entitled "The New South," by Col. M. B. Hillyard of New Orleans, whose ability to do impartial justice to that section of the United States is beyond question, is in course of publication in Baltimore by Messrs. Bigsby & Edmonds, of the MANUFACTURERS RECORD. The book will treat of the special resources of each State, its soil, climate, mineral wealth, industries, etc. It is a work that has long been needed.—Baltimore Sun.

Notes From Dixie

Captain White, of Greenville, S. C., advertises "the only second-class hotel" in the South. The captain is an inveterate joker and a wag of the most pronounced type. Some of his advertisements are worthy of a place in the humorous papers. Among the attractions he claimed for the house are rooms that are "cool, clean and calm." It is stated that "the house is located on a big pivot, and, as it revolves slowly 'round and 'round every apartment is, necessarily, a front corner room." The captain keeps a list of all the people he shakes hands with, and

publishes the aggregate on New Year's day. His circular closes: "We are expected to make your stay pleasant; you are expected to make it profitable—to the proprietor."

Treaty With Spain

The proposed commercial treaty with Spain does not promise to meet with a very hearty approval in this country, and it is possible that the advantages to be secured are by no means commensurate with the value of what it is proposed to concede to Spain. It would certainly be disastrous to the sugar interests of Louisiana, and would probably definitely settle the future entire dependence of this country upon the West Indies for sugar. It is to be hoped that this treaty may not be confirmed, at least in its present shape.

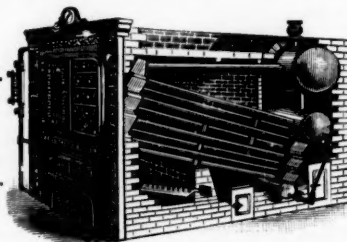
New Bill For Alabama

A bill has been introduced in the General Assembly of Alabama to establish an Industrial and Immigration Bureau, and we are glad to see that many of the leading papers of that State are strongly in favor of it. Alabama, like the other Southern States, needs immigration, and one of the best means of helping to attract settlers to the State is through the work of an Immigration Bureau. The small expense that this would entail upon the State would, we feel sure, be many times repaid by the good accomplished in attracting capital and immigration.

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The new Globe Union, Inc., facility at Tampa is shown in this artist's sketch of the 70,000-square-foot plant. The new project was announced recently by officials of the company and the Committee of 100 of the Tampa Chamber of Commerce. To cost \$1 million, the plant is under construction on a 17-acre site in the Tampa Industrial Park. The facility will have approximately 125 employees.

\$1 MILLION FACILITY

Globe Union's Tampa Plant Set For Spring Completion

TAMPA. Globe Union, Inc., Milwaukee, has announced location of a new storage battery manufacturing plant on a 17 acre site in Tampa Industrial Park, according to Henry Toland, chairman of the Committee of 100 of the Greater Tampa Chamber of Commerce.

C. O. Wanvig, Jr., vice president of the company, listed cost of the new facility at "more than \$1 million."

Wanvig announced construction of the 70,000 square foot modern building would begin before the end of 1957 and be completed by Spring of 1958. Employment is estimated at 125.

The one-story modern building will have porcelainized steel jalousies across the front of the building and a continuing series of overhead doors at the rear. It will thus be possible to open both the front and rear of the building.

Selection of Tampa for the new facility, according to Wanvig, was made because of its importance and growth as a sales area and strategic location which would effect tremendous plant savings and better service for customers.

Globe-Union is the third major company to select a plant site in Tampa Industrial Park. A large brewing plant,

costing \$20,000,000 is under construction by Jos. Schlitz Co. and a similar plant has been announced by Anheuser-Busch, Inc.

DUPONT BUILDING DELRIN FACILITY IN PARKERSBURG

PARKERSBURG, W. VA. Du Pont has announced that it will build a large scale plant near here for the manufacture of "Delrin" acetal resin, a new plastic material developed under the company's fundamental research program.

Construction on the new unit already is underway, and about 500 persons will be employed on the construction force during the peak building period.

The plant will be located at Du Pont's Washington Works on the West Virginia shore of the Ohio River where the company manufactures several other plastic materials.

The new unit is expected to be in production by mid-1959, and its completion will add 120 employees to the Washington Works operating force.

"Delrin," which has been under de-

velopment in Du Pont research laboratories for a number of years, is a thermoplastic material which can be molded or extruded by plastics processors for a variety of end uses.

According to Russell C. Weigel, director for plastics in Du Pont's polychemicals Department, "Delrin" is a tough, rigid material, with high tensile strength, high melting temperature, dimensional stability, and resistance to deformation under stress.

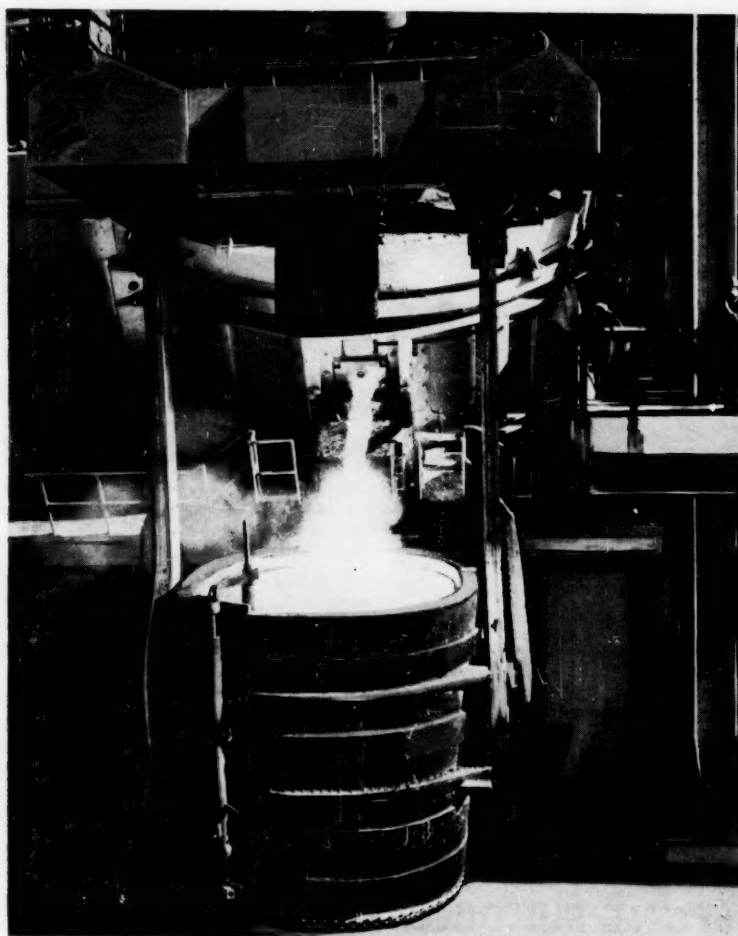
Weigel said that the material is being tested in a number of applications, including automobile parts, industrial machinery, packaging, electrical equipment and appliances, pipe and plumbing fixtures.

"Delrin" is being manufactured at present in small quantities in a pilot plant at Du Pont's Belle, West Virginia, Works. The company will continue its policy of furnishing limited amounts of material from this plant in selected development programs.

Applied Research's New Texas Office

SEABROOK, TEXAS. Transfer of their Southern office from Dallas to Seabrook, near Houston, has been announced by the Applied Research Laboratories, of Glendale, California.

The organization manufactures and distributes spectograph equipment. The Southern office, which covers 10 states, is under the direction of Eugene Williams. It is completely staffed with field consultant and service personnel.



Tilted as if it were a gigantic teakettle, this new electric furnace at the Gadsden, Alabama, plant of Republic Steel Corporation pours a heat of molten steel. The plant's two new electric furnaces, each rated at 175 tons of steel per heat, can produce a total of 408,000 tons annually.

NEW STEEL MAKING UNITS UP REPUBLIC'S OUTPUT 80%

GADSDEN, ALA. New steelmaking units two years in the building have been dedicated here by Republic Steel Corporation in ceremonies attended by 500 guests from over the Southeast.

The new facilities, constituting practically a new steel plant within a plant, include the South's two largest electric furnaces and a strip mill turning out hot rolled, cold rolled, and galvanized sheets and strip.

The two electric furnaces, each rated at 175 tons of steel per heat, can produce a total of 408,000 tons of ingot steel annually. This increases the Gads-

den plant's capacity to 1,197,000 tons, a gain of more than 50 per cent over the former capacity of 789,000 tons from eight open hearth furnaces.

Up to 30,000 tons of finished product a month can be turned out by the new strip mill. This flat rolled steel is used in a wide range of consumer products. Speakers at the dedication called the new supply a significant addition to the South's manufacturing potential.

T. F. Patton, of Cleveland, Ohio, president of Republic, the nation's third largest steel company, said: "What you have seen here today represents an im-

portant part of the largest expansion in Republic's history. All told, this program, costing approximately \$187 million, is increasing the company's annual steel producing capacity by some 2 million tons, or about 19 per cent.

"Republic is sinking its roots deeper in the South because it is convinced that the burgeoning industrial, commercial and economic growth of the South offers increasing markets for the type of products the company knows how to produce."

The new strip mill equipment centers around a 54-inch hot strip mill and a 54-inch three-stand tandem cold mill, designed to turn out finished product up to 48 inches wide; a 54-inch temper mill; a continuous pickle line which can handle 20-ton coils; a 48-inch continuous galvanizing line; an annealing department; 48-inch cold cutting and hot cutting lines; and a multiple slitter for making narrow bands from coils.

This equipment is producing hot and cold rolled sheets and galvanized sheets up to 48 inches wide, in coils or cut lengths.

BESTWALL CO.'S SAVANNAH UNIT TO EMPLOY 250

SAVANNAH. Plans to erect a "multimillion-dollar" plant here have been announced by Bestwall Gypsum Company.

Rawson G. Lizars, president of Bestwall, said this will be the first phase of an expansion program that will include other plants on the East Coast.

The Savannah operation, he continued, will employ some 250 persons. It will have an annual production capacity of more than 250 million square feet of gypsum board and lath, with gypsum ore requirements of about 300,000 tons a year. The plant also will make plaster.

Bestwall's new unit will be on a 25-acre site about three miles west of here on the Savannah River. The site was obtained from the Savannah & Atlanta Railway, a subsidiary of the Central of Georgia Railway. It is expected that the new plant will be ready for operation by late 1959.

In the overall expansion program, Lizars said, the company will locate several more production facilities on the East Coast and will open gypsum ore deposits in Canada.

INDUSTRIAL EXPANSION

BUFORD DAM IS KEY TO FUTURE RIVER PROJECTS

BUFORD, GA.— Now that the \$42 million Buford Dam has been officially dedicated, Georgians can look forward to more and even greater river developments.

That was the consensus of most of the distinguished speakers taking part in the recent dedication ceremonies, held at the site of the dam, and Lake Lanier, a few miles northwest of here.

Georgia's Governor Marvin Griffin described the project as "the key to the consummation of plans to open the waters of the Chattahoochee, the Flint and the Apalachicola Rivers to navigation through a nine-foot channel all the year around. . . . The Buford Dam is but one of the many projects designed for the improvement and navigation on the rivers of Georgia," he added.

U. S. Senator Richard B. Russell of Georgia characterized the dedication as "a proud event in the history of Georgia. It assures a supply of water," he said further, "that will match the expansion of . . . Atlanta. It brings closer the realization of the dream that Atlanta will one day be a port city."

Other dignitaries participating in the ceremonies included Senator Herman Talmadge, and state and local leaders. They all joined in praising the U. S. Corps of Engineers for completing the giant, multipurpose project.

Australians Order Lockheed Propjets

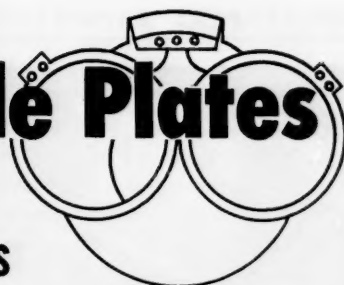
MARIETTA. Orders for 12 Lockheed C-130 Hercules propjet transports have been placed by the Royal Australian Air Force with the Georgia Division of Lockheed Aircraft Corporation.

Officials here said this marks the first foreign sale of its aircraft by the Georgia Division.

Total order for the 62-ton versatile cargo-troop carriers, designed to meet Jet Age mobility demands of the military, will be in excess of \$35 million. Delivery is scheduled for late 1958. Included in the purchase are spares, crew training and support equipment.

December, 1957

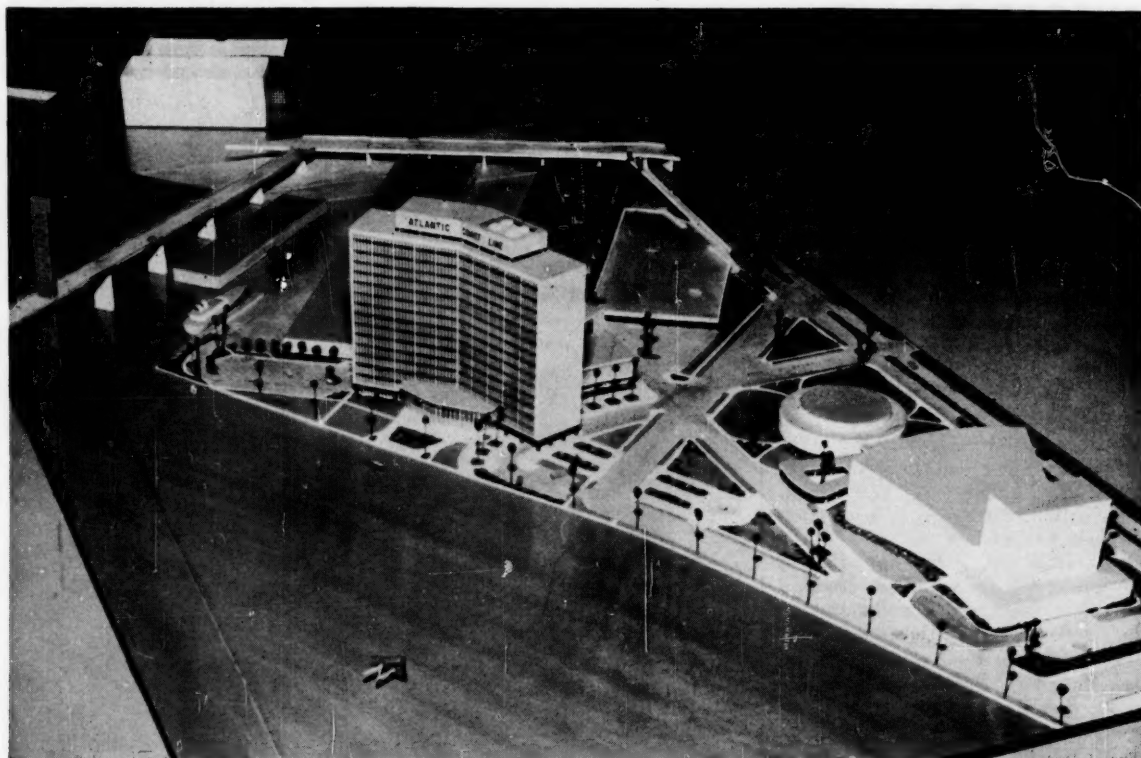
These **Goggle Plates**
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Even in Large Sizes



Bailey
MECHANICAL
Goggle Valves

Regardless of how long they may stand unused, Bailey Goggle Plates free easily to close or open the gas main. With goggle plates either closed or open, a powerful clamping force assures a gas-tight seal—dependable protection for men and equipment.





Site preparation is underway at Jacksonville, Florida, for the Atlantic Coast Line Railroad's new 15-story office building, a model of which is shown in the photograph. The structure will have 475,000 square feet of floor space, and the whole new development will involve an investment of \$13 million. It is expected that the building will be ready for occupancy by mid-1960. Detailed plans for construction are being prepared by Kemp, Bunch and Jackson, architectural firm of Jacksonville. The ACL is moving its headquarters from Wilmington, North Carolina, to the Florida city.

CONSTRUCTION UNDERWAY ON FREEWAY AT HOUSTON

HOUSTON. Dedication of right of way by one of Texas' largest landowners has brought about a start on construction of the east leg of Houston's long-planned Outer Belt freeway, a multimillion-dollar project that will comprise 94 miles of modern super-highway circling the city and connecting with major trafficways in all directions.

The right of way is a 300-foot-wide strip for that portion of the Outer Belt freeway extending all the way through the 1,100-acre San Jacinto Industrial District in Houston. The industrial district is a development of Hornberger Brothers Properties, Inc., headed by Robert E. Hornberger of Dallas, president, and his brother, Joe Hornberger of Houston.

The 1,100-acre site of San Jacinto Industrial District was acquired in 1888 by Jacob Hornberger, grandfather of the Hornberger brothers. The industrial district is only one of several major real estate developments being undertaken on the extensive Hornberger land holdings in Houston and Dallas, as well as in other areas of Texas.

"San Jacinto Industrial District is being developed to provide sites ranging in size from 5 to 50 acres, suitable for light industry and fabricating plants," Robert Hornberger explained.

The portion of Houston's Outer Belt freeway on which work has started in San Jacinto Industrial District extends approximately three miles from U. S. Highway 90 north to Garrett Road.

Conco Chemical Co. Expands, Moves Into New Dallas Facility

DALLAS. Functional efficiency and safety highlight the interior design of Conco Chemical Company's new building here. Located at 2411 Swiss Avenue, the building has been used to expand the production and distribution facilities of Conco.

The building has three floors and contains 31,000 square feet of space. Conco will retain its present storage in the Trinity District, but will vacate its property on McKinney Avenue and Monticello Avenue.

The new plant has docks for six trucks and two railroad cars and is one block off the Central Expressway. Conco is now expanding its sales organization to take in Illinois, Tennessee, Alabama, Nebraska and Iowa, said Howard Litel, General Manager. Conco will then have coverage in 15 states.

Palmer & Baker Building \$600,000 Alabama Office

MOBILE. A two-story, 40,000 square-foot office building is being constructed by Palmer & Baker Engineers, Inc., at Mobile, Alabama, as headquarters for the firm's international operations.

Wayne F. Palmer, president, said contracts have been let for the fireproof structure and work has begun. The firm also has a major branch office at New Orleans, where it is engaged in extensive highway work, and a contracting office at Washington, D. C.

The new building, designed to accommodate 400 employees, will be equipped for all phases of the company's operations—engineering, architecture, traffic, city planning and testing. The first floor will consist of 14 private offices, chemical and soils laboratories, reproduction department, traffic department, conference rooms and the employees' recreational quarters.

The second floor will have 10 private offices with conference rooms and a large drafting room. A basement, which extends across approximately half of the 220-ft. long building, will house the cement, concrete and aggregate testing laboratories operated by a Palmer & Baker subsidiary, Southern Laboratories, Inc.

Estimated cost of the building is \$600,000, and the completion target date is May 1, Palmer said.

Chemical Firm Ups Caprolactam Flow

HOPEWELL, VA.—The caprolactam plant here of Allied Chemical & Dye Corporation will be doubled in capacity, it was announced by Glen B. Miller, president of the company.

Miller said the expansion will increase capacity of the Hopewell operation to 60 million pounds annually. Increased sales of the product have necessitated the additional production capacity, Miller added.

Noting that this is the second expansion of the plant here, Miller pointed out that the facility was originally designed to produce caprolactam only for the company's own requirements.

LATE NEWS HIGHLIGHTS

ATLANTA. There were a total of 1,314 new Southern plants reported to MANUFACTURERS RECORD during 1957.

The 174 new units recorded during the month of October and published in this issue of The RECORD push the 1957 tally well past the 1,200 units estimated by officials earlier this year. Only plants employing 25 or more persons are included in this summary.

A total of 672 of these new plants was reported during the first six months of 1957; the remaining 642 units have been reported since July, 1957.

Florida, with 232 new plants, chalked up the largest number for 1957. Texas had the second largest number—188. Georgia was next with 139 new firms reported.

Other Southern pacemakers include Alabama with 134 new plants; Arkansas with 99; Tennessee, 95, and North Carolina, 80.

BALTIMORE. Kennecott Copper Corporation has purchased a 200-acre tract of land from the Baltimore and Ohio Railroad in the Marley Neck area of Anne Arundel County as a site for a new electrolytic copper refinery. The approximated cost is \$20 million. Plans call for an initial monthly capacity of 7,000 tons of electrolytic copper and for operations to start in mid-1959.

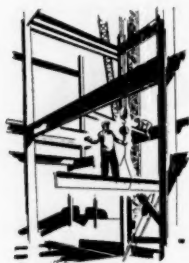
RAVENSWOOD, W. VA. Kaiser Aluminum & Chemical Corporation's new plant here has begun processing primary aluminum. This new \$200 million facility is the first in the aluminum industry in the Ohio Valley.

BATON ROUGE. Louisiana's Board of Commerce and Industry in November approved 57 applications for ten-year tax exemption on plants investing a total of more than \$77 million. These new plants and expanded facilities will create, 1,564 new permanent jobs.

ATLANTA. Chevrolet Motor Division of General Motors has announced plans to approximately double factory space at its automobile and truck assembly plant at Atlanta. The building addition will add about 385,000 square feet to factory space which now totals about 407,000 square feet. The new building will be erected on Chevrolet-owned property adjacent to the present plant.

MOBILE. A major expansion of American Cyanamid's plant here is attributed to the "rapid and continuing growth of the paper industry in the Deep South" by W. G. Malcolm, Cyanamid President. The expansion will include facilities for the production of wax sizes, which are special chemicals used in making special-grade papers and high-grade paints.

BATON ROUGE. A \$46 million expansion and improvement program at Esso Standard Oil refinery here has been announced. Included in the projects is a \$26 million unit to manufacture a new high quality gasoline.



NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of October, 1957. This information has been checked with the Southern Association of Science and Industry and various state development agencies. Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Anniston—Choccolocco Sewerage Plant. \$1.5 million.
Montgomery—American Oil Co., pipeline terminal and petroleum products distributor. In operation.
North Montgomery—Alabama Gas Corp., gas plant. \$500,000.
Oneonta—Pride of Virginia Poultry Corp., poultry processing. \$300,000. (C)

ARKANSAS

Arkadelphia—Electro Precision Corp., John H. Hosemann, Pres. Industrial electronic controls. (C)
Camden—American Keylock Corp., Robert Henderson, Pres. Aluminum extrusions. Oper. est. to begin Dec. 1957.
Clarkdale—National Dehydrating & Milling Co., alfalfa pellets. Oper. est. to begin spring, 1958. \$100,000.
El Dorado—Prescolite Co., Charles Brown, Pres. Lighting fixtures. Oper. est. to begin spring, 1958. \$500,000. (B)
Ft. Smith—Oklahoma Gas & Electric Co., Arkansas Div., Morgan Wright, Pres. General office building. \$350,000.
Harrison—Central Homes, Inc., furniture, furniture frames. \$150,000. (C)
Magnolia—Chemical Process Co., oil well acidizing and fracturing.
Manila—Stanley Mfg. Co., Allen Joseph and George Fisher, Offs. Women's sportswear. Oper. began Nov., 1957. (C)
Mariana—Jack Winter, Inc., women's wear. Oper. began fall, 1957. (C)
Rogers—Daisy Mfg. Co., Cass Hough, Vice Pres. Cap pistols, holsters. Plant moving from Plymouth, Mich. (D)

FLORIDA

Crescent City—Crescent City Boat Co., John K. McDuffee, Pres. Boats. Oper. est. to begin Jan., 1958.
Eustis—Mercer Plastics Co., Arthur Mercer, Pres. Plastic products. Under const. (B)
Ft. Lauderdale—International Chemical & Metallurgical Corp., Herbert M. Frozier, Pres. Metal finishing. In oper.
Hialeah—General Window Corp., aluminum windows. Oper. began Nov., 1957.
Hialeah—Spector & Sons, paint manufacturing plant. \$120,000.
Hollywood—Cadillac Ornamental Iron Mfg. Co., Fred and James Vente, Owners. Ornamental iron and aluminum. In oper. (B)
Hollywood—Broward Ready Mix Co., Manuel Rosenthal, Pres. Ready-mix concrete. In oper.
Jacksonville—Aluminum Tubing Co., Howard H. McCarl, Gen. Mgr. Steel line pipe mill. Oper. est. to begin March, 1958. \$350,000. (C)
Jacksonville—Atlantic Coast Line Railroad, W. Thomas Rice, Pres. Office building. Oper. est. to begin mid-1960. \$3,000,000.
Leesburg—Hichman Wood Products Co., laboratory school equipment. (B)
Miami—Duo-Bed Corp., Elliott Fry, Pres. Dual purpose beds. In oper.
Miami—McMurray Printers, Ralph Swanson, Gen. Mgr. Letter press printing. \$100,000. (C)
Miami—Sampson Concrete Industries, Inc., concrete blocks, ready-mix concrete. In oper. \$250,000.
Oakland Park—Standard Products Co. of Cleveland, Leonard Burgess, Manager. Tools and dies. Oper. est. to begin Dec., 1957.
Orlando—American Porcelain Enamel Co., porcelain finishing. Home office: Ft. Worth. Oper. est. to begin Jan., 1958. \$75,000. (B)
Orlando—Minute Main Corp. General office moved from New York. Oct., 1957. (D)

Pahokee—Imperial Industries, Inc., W. G. Lewellan, Jr., Pres. Plastic windshields, other plastic products. (B)
Plant City—Hardee Mfg. Co., dump truck bodies.
Safety Harbor—Pre-Fab Products Co., Fred Schoff and Don Rice, Owners. Concrete products. \$100,000. (B)
St. Petersburg—Dixie Silversmiths, Joseph Linn, Owner. Electro-plating.
St. Petersburg—Hudgins Tool, Die & Fixtures, Earl R. Hudgins, Pres. Machine tools and dies. Oper. began Nov., 1957. (B)
St. Petersburg—Minneapolis-Honeywell Co., John Anderson, Dir. of Engineering. Electronic components. \$2.5 million.
St. Petersburg—Vanderbilt Aircraft Products, Inc., H. H. Vogel, Gen. Mgr. Jet and rocket parts. Oper. began Oct., 1957.
Sanford—Allen Orlando, Inc., William P. Hayduk, Pres. Metal finishing plant. Home office: Ravenna, Ohio. Oper. est. to begin early 1958. (B)
Sarasota—United States Tent & Awning Co., Sidney T. Jessop, Pres. Tents, awnings. (B)
Tampa—Bay Concrete Industries, Inc., Orient Rd., Harry E. Paddock, Pres. Concrete. Oper. est. to begin Jan., 1958.
West Palm Beach—Acme Van Co., Palm Beach County Industrial District, terminal and warehouse. Affiliate of United Van Lines.

GEORGIA

Atlanta—Globe Ticket Co., Empire Industrial District. In oper.
Atlanta—Hazel Atlas Div., Continental Can Co., distribution center.
Atlanta—Mead Corp. has acquired site for a 160,000 sq. ft. building.
Atlanta—National Cylinder Gas Co. has selected a site for a 30,000 sq. ft. plant.
Atlanta—O'Neal Steel, Inc., warehouse and office building. In oper.
Atlanta—Sanco Mfg. Co., auto parts.
Atlanta—Schering Co., pharmaceutical branch distribution plant. Home office: Bloomfield, N. J. In oper.
Atlanta—Stockton Iron Works, steel fabricating plant. In oper.
Atlanta—West Chemical Products Corp., C. L. Powell, Pres. Sanitary products. Oper. began Oct., 1957. (B)
Carnesville—Sportswear, Inc., men's clothing.
Cornelia—Habersham Garment Co., blouses, shirts, children's coats. In oper. (C)
Donalsonville—Iron City Milling Co., feed mill. \$80,000.
Douglasville—Clover Mills, Inc., textile plant. \$250,000.
Forest Park—Georgia Power Co., general service headquarters. \$3.75 million.
Hawkinsville—Kiddie Capers of New York, children's apparel. Oper. est. to begin early 1958. (C)
Hawkinsville—A. G. Rand Co., Harry Trussell, Gen. Mgr. Processing of non-ferrous metals. Company plans to build five plants, each employing 75 to 100. First went into oper. Oct., 1957.
Jackson—Gateway Luggage Co. Oper. est. to begin Jan., 1958. (C)
Jackson—Kansas City Plywood Corp. Oper. est. to begin Jan., 1958. (C)
Macon—Barry Asphalt Co., petroleum products. \$100,000.
Maysville—Szekely Corp., electronics manufacturers. (B)
Rockingham—Bacon County Pulpwood Yard, John Shackelford, Owner. Oper. began Oct., 1957.
Savannah—Bestwall Gypsum Co., Rawson G. Lizars, Pres. Gypsum board. Const. to be completed late 1959. (D)
Vidalia—Vidalia Garment Co., cutting, storage, shipping facilities.

KENTUCKY

Ashland—Armco Steel Corp., sinter plant. Completion est. spring, 1958. \$5,000,000.
Covington—Carbon Web Corp., Fourth St., carbon paper. Company moving from Cincinnati.
Devon—Newport Concrete Co., concrete. \$100,000.
Hopkinsville—Mid-Continent Steel Spring Mfg. Co. of St. Louis, steel springs. Oper. est. to begin June, 1958. (D)
Louisville—Reynolds Aluminum Supply Co., Paul H. Fox, Pres. Has acquired a site for a 70,000 sq. ft. office building, warehouse, display room. Home office: Atlanta. (B)
Mercer County—Richard Smith Co., terminal.

LOUISIANA

Baton Rouge—W. R. Grace Chemical Co., chemical plant. Under const. \$18,000,000.
New Orleans—Greyhound Corp. has purchased a site for more than \$650,000 and will begin construction of a new \$3.5 million terminal with passenger and express facilities.
Ruston—American Forest Seed Co., H. C. Cobb, Operator. Removal of seed from pine cones.
Shreveport—Irish Pipeline Supply Co., L. B. Irish, Pres. Neoprene and rubber products. Oper. began Nov., 1957.

MARYLAND

Baltimore—Kennecott Copper Corp. has purchased 200-acre tract for a \$20 million electrolytic copper refinery. Oper. est. to begin mid-1959.

MISSISSIPPI

Aberdeen—American Potash and Chemical Corp. plans a \$5 million plant on a 786-acre site.
Clarksdale—American Hardware Corp., door closing devices. In oper.
Clarksdale—Bron-Mar Products Co., assembly and manufacture of aluminum doors. Home office: Vassar, Mich. In oper.
Greenwood—Medart Lockers, Inc., steel lockers for schools. Industry. Oper. est. to begin April, 1958. \$350,000. (C)
Gulfport—Associated Pipe and Engineering Co., pipe fabrication. Home office: California. \$250,000. (B)
Jackson—Banner Bedding Co., 903 Wholesale Row, mattresses, bedding.
Kosciusko—Kosciusko Hosiery Mills, Thos. Robson, Pres. Stockings. Div. of Wayne Knitting Mills. Ft. Wayne, Ind. In oper. \$200,000. (C)
Macon—Jasper Corp. has bought 30 acres for a hardwood lumber concentration yard. Arnold F. Habig, Pres. Home office: Jasper, Ind. (C)
Magnolia—Great Southern Wirebound Box Co., warehouse. \$33,000.
Natchez—Johns-Manville, hardboard. Oper. est. to begin spring, 1958.
Olive Branch—Polar Kraft Aluminum Boats, boats. \$75,000. (B)
Picaune—Bonnie Frances Lingerie Co., textile plant. Home office: New Orleans. Oper. est. to begin Dec., 1957. (C)
Raleigh—Raleigh Corp., textile plant.
Redwood—Mississippi Valley Portland Cement Co., H. V. Allen, Jr., Exec. Vice Pres. Cement. Oper. est. to begin May, 1958. \$5.7 million. (C)
Tupelo—Super Sagless Spring Corp. \$100,000.

NORTH CAROLINA

Draytonville—P & R Barium Co., refining barite ores, producing mud-grade barium sulfate. Oper. began Nov., 1957. \$75,000.
Elkin—Commercial Industries, Inc., children's garments. (B)
High Point—Colonial Stores, Inc., Store Fixtures Div., store fixtures. (D)
High Point—Mastercraft Sample Book Co., upholstery sample displays. (B)
Jefferson—F. H. Hanes Knitting Co., men's shorts. In oper.
Thomasville—Park Hill Hosiery Mill, knitting mill, finishing plant. In oper. (C)

OKLAHOMA

Oklahoma City—Standard Steel Supply Co., warehouse and office building. \$100,000.
Ponca City—Burch Industries, Inc., central vacuum cleaning systems. (E)
Tulsa—Tulsa Paper Co., warehouse. \$199,500.

SOUTH CAROLINA

Columbia—Wamsutta Mills, towel manufacturing division. Subs. of M. Lowenstein & Sons.

Darlington—Consolidated Knitting Mill. (B)
Spartanburg—Punksutawney Co., beverage-air-refrigerated cooling cabinets. \$400,000.

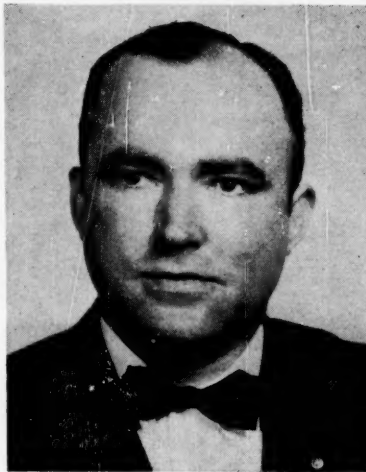
TENNESSEE

Algood—"Tinfo," James H. Campbell, Pres. Agricultural lime. Home office: Ft. Lauderdale. Oper. est. to begin Dec., 1957. \$2.5 million. (C)
Brighton—Wells Processing Plant, meat processing.
Brownsville—Kleer-Vu Plastic Co., plastics. Oper. est. to begin Feb., 1958. \$172,000.
Chattanooga—Welding Gas Products Co., Inc. M. E. White, Pres. Liquid oxygen, liquid nitrogen. Oper. est. to begin Jan., 1958. \$250,000.
Collierville—Ripley Mfg. Co., J. H. Taylor, Vice Pres. Industrial wire cloth. Moving operations from Deckerville, Mich.; has acquired a ten-acre site on Hwy. 72. (B)
Covington—Lavino Chemical Co. Oper. est. to begin Jan., 1958.
Dyer—Liberty Garment Co., Front St., pajamas. Home office: New York. (C)
Erwin—Mozur Laces. Home office: Trenton, N. J. (D)
Franklin—Southern Bell Telephone & Telegraph Co., general office building. \$1.2 million.
Greenville—F. C. Huyek Co., James G. Armstead, Plant Mgr. Development work in connection with papermaker's felt business. Home office: Rensselaer, N. Y. In oper.
Hartsville—Hartsville Metal Stamping Co. (C)
Humboldt—J. Hungerford Smith-Cleveland Fruit Juice Co., soda.
Lebanon—Lebanon Mfg. Co., plastic products. Under const.
Memphis—Butler Bros., Steele Rd., warehouse and distribution plant. (C)
Memphis—Chevrolet Div., General Motors Corp. has acquired ten acres of land at Person Rd. and Lamar where a warehouse will be constructed.
Memphis—Federal-Mogul-Bower Bearings, Inc., 905 Estival Place, Stanley Kelley, Dist. Mgr. Warehouse, parts depot, sales office. Home office: Detroit.
Memphis—National Alfalfa Dehydrating & Milling Co., Presidents Island, C. H. Goodson, Plant Mgr. Processing and storage plant. Oper. began Oct., 1957. \$250,000.
Memphis—River Oil Co., oil terminal and wharf facilities on Presidents Island.
Memphis—Welsh Plywood Corp., J. R. Welsh, Pres. Molding and plywood operation. \$300,000.
Nashville—Linde Co., William M. Halle, Pres. Liquid oxygen. \$500,000.
Nashville—Reynolds Co., 400 Division St., houseboats. Oper. began Sept., 1957.
Paris—Heat Transfer Products, Inc., Robt. Kaase, Vice Pres. Heating and cooling equip. (B)
Parsons—Western Material, Inc., agricultural lime and roadbuilding material. Home office: Kentucky. \$250,000. (B)
Pikerville—Barrie Steve Co., Inc. of New York, apparel, garments. In oper. (B)
Tulahoma—Lannom Mfg. Co., woolen yarn mill.

TEXAS

Alice—Dowell Well, Inc., cement products. (B)
Austin—Texas Research Associates, 1703 Guadalupe St., Richard N. Lane, Pres. Research, design, development.
Brenham—Sealy Mattress Factory, mattresses, box springs, upholstered sofa beds. \$200,000.
Bridgeport—Wiseco Processing Plant, Inc., natural gas processing plant. Const. est. to be completed Jan., 1958. \$3,000,000.
Commerce—American Wood Corp., Perry Brown, Mgr. Wooden shutters, similar products. Oper. est. to begin Dec., 1957. (B)
Corpus Christi—Coastal States Gas Producing Co., office building. \$1,000,000.
Dallas—American Foods, Inc., 8504 Chancellor Row, Dude Meenach, Pres. Refrigerated biscuits. In oper. (C)
Dallas—Columbia Electric Co., Inc., 7900 Sovereign Row, Marvin E. Campbell, Gen. Mgr. Fluorescent lighting fixtures assembly. Subs. of Columbia Electric & Mfg. Co. In oper.
Dallas—Loukay Industries, 2014 N. Industrial Blvd., Louis Hoehn, Gen. Mgr. Patio and dinette furniture, commercial furniture. In oper.

Mississippi Reporters



John E. Gregg, Executive Vice President, Mississippi Manufacturers Association.



Mendell Davis, General Manager, Jackson Chamber of Commerce.

DeLeon—Southwest Brick Co., Jeff Donaldson, Gen. Mgr. Bricks. Oper. est. to begin early 1958.

Everman—Everman Corp., Kenneth Garrett, Jr., Pres. Prestressed and precast concrete products. Home office: Ft. Worth.

Ft. Bend County—Houston Lighting & Power Co., electric generating plant. Home office: Houston.

Ft. Worth—Structural Plastics, Inc., 4907 Ohio Garden Rd., William R. Orr, Pres. Prefabricated plastic and fiberglass products.

Ft. Worth—Trident Corp., D. E. Ford, Pres. Hose fittings, aircraft parts. Home office: Jackson, Mich. In oper.

Frankston—Pak-Masters, Inc., Roland Walker, Gen. Mgr. Carton and box factory. In oper.

Galena Park—U. S. Gypsum Co., C. C. Thiel, Pres. Gypsum plant. Oper. est. to be

gin early 1959. Multi-million-dollar project.
Garland—Ameco Metal, Inc., Jupiter Rd., J. D. Zaiser, Pres. Custom bronze and alloy castings. Home office: Milwaukee. Oper. est. to begin early 1958. \$200,000. (B)

Garland—Citizens Publishing Co., 1616 W. Garland Ave., H. B. Allard, Pres. Will publish *Garland Times Reporter*, semi-weekly newspaper.

Houston—Carrier Corp., Machinery and Systems Div., 2727 Wesleyan, Oscar H. Mehl, Southwest Reg. Mgr., District Headquarters. Oper. est. to begin early 1958.

Houston—Ingram Equip. Co., Sam B. Steves, Pres. Construction equip. and supplies. \$150,000.

Houston—J. C. Mfg. Co., 1514 Park St., John A. Cronin, Owner. Diapers. \$25,000.

Houston—Jones & Laughlin Steel Corp. has bought 2,700 acres of land for future \$500 million steel plant which will manufacture seamless pipe.

Houston—Morrow Mfg. Co., 718 N. Drennam St., James W. Morrow, Pres. Sleep products, living room chairs. In oper.

Houston—Jim Ross Film Productions, Inc., James D. Ross, Pres. Industrial, commercial, television, religious and documentary films.

Houston—Texas Aerosols, Inc., 201 Velasco, C. H. Taylor, Jr., Pres. Adhesive sprays, air refreshers, antibiotics, bactericides, paints, insecticides, plastic coatings. In oper.

Houston—Texas Butadiene & Chemical Corp. In oper.

Houston—U. S. Industrial Chemicals Co., Dr. Robert E. Hulse, Vice Pres. Polyethylene plant. Oper. est. to begin late 1958. \$20,000,000. (C)

Kilgore—Thornhill Publishing Co., S. Wayne Kotula, Methods and Printing Supervisor. Printing plant. Home office: San Francisco. Oper. began Oct., 1957.

Lampasas—The Lampasas Co., P. O. Box 127, reinforced plastic structures. Div. of John Drilling Co., Ft. Worth. Oper. began Nov., 1957.

League City—Permaspray Mfg. Corp., Clear Creek Ave., Claude S. Price, Pres. Furan-resin base corrosion-protective coating. \$172,000.

Lewisville—Texas Boat Mfg. Co., 510 Hill St., Norman G. Robert, Owner. Boat manufacturing. \$150,000.

Orange—Portland Cement Co. In oper. \$6,000,000.

Port Arthur—Gulf Oil Corp., benzene plant.

Richmond—W-K-M Mfg. Co., W. Preston St., J. S. Downs, Pres. Iron and steel foundry. Oper. est. to begin August, 1958. (D)

Rockwall—Rockwall Mfg. Co., Hwy. 205, Charles Atkins and H. F. Miller, Owners. Finished aluminum products. Oper. began Sept., 1957.

San Angelo—Goodyear Tire & Rubber Co., E. J. Thomas, Pres. Tire proving ground. Home office: Akron, O. Multi-million-dollar operation.

Temple—Hank Mann, Inc., Harold Mann, Pres. Children's blue jeans, novelty clothing. (D)

Texas City—Texas Rolling Mills, Inc., William Hitchcock, Gen. Mgr. Electrical weld line pipe. Home office: Houston. Oper. began Nov., 1957. \$5.5 million. (C)

Troup—Troup Ware Co., Sam L. Thomas, Owner. Ceramics, artware, florists' pieces. Oper. began Oct., 1957. (B)

Victoria—Dietz-McLean Optical Co., Box 342, Ed Dietz, Partner. Optical glass, frames; eye glass repair. Home office: San Antonio. In oper.

VIRGINIA

Abingdon—McKennon Chain Corp., Franz P. Stone, Pres. Overhead conveyor systems. Oper. est. to begin Dec., 1957.

New Castle—Educational Toy Co. of America, educational toys. Oper. began Nov., 1957. (B)

New Market—Alleen Knitwear Co., knit mill. In oper. (C)

Waverly—Gray Products Co., Inc., Garland S. Gray, Pres. Flake-board plant. Const. est. to be completed Dec., 1957. \$1.5 million.

WEST VIRGINIA

Kenova—United Fuel Gas Co. \$8,000,000.

Parkersburg—Borg-Warner Corp., chemical plant. Under const. \$10,000,000.

Parkersburg—Du Pont Co., acetal resin. Const. began Oct., 1957. (C)



Recent improvements in the foundry of Steel Heddle Manufacturing Company at Greenville, South Carolina, include the overhead sand system shown at left in the picture, and overhead point cranes at right. The foundry provides facilities for a great variety of special work.

SOUTHERN SUCCESS SAGA

Steel Heddle's Foundry Sells Castings To Many Industries

GREENVILLE, S. C. Up until 1949, the Southern Shuttles Division here of the Steel Heddle Manufacturing Company had to get its cast iron and brass "eyes" from foundries in other states.

Today, however, Steel Heddle not only has a foundry to produce its own needs but also makes castings which it markets to the textile, automotive and electric lighting industries.

All this has resulted from the fact that eight years ago the steady expansion of the company's business necessitated the building of its own foundry to meet Steel Heddle's needs for small precise bearings. For the next six years the foundry produced small parts for the company's own use from a small induction furnace.

After that, during the past two years the foundry's floor space has been more than doubled, a cupola has been

installed, and now approximately 40 persons are employed in this operation. The most recent addition is a steel building to house the core room. It is complete with five modern core blowers, a shell core, and a shell molding machine.

Efforts to obtain outside work were made as proficiency in the foundry was increased. The result has been that the organization's ability to produce a smooth casting with close tolerances has made for steadily increasing sales.

Now the production of shuttle eyes is only a small percentage of the total tonnage of ferrous and non-ferrous castings that are poured daily. The foundry's general run of work ranges from castings weighing from one-tenth of a pound to castings of 100 pounds, with occasional ones larger than this.

"In trying to break into the foundry

field," said Jim S. Russell, special product manager of Steel Heddle's Southern Division, "we felt that it would be necessary for us to supply the customer with a considerably higher quality casting than he had ever before been able to obtain in this area. . . . We are now producing a casting with an extremely fine finish and definition which we feel is unequaled by any foundry in the Southeast. To assure structural quality in our castings we have a complete up-to-date laboratory capable of performing complete metal analysis and tensile tests."

Mr. Russell also said that the Company has completed a mechanized sand system, the first step in an overall mechanized program. Steel Heddle Manufacturing Company has offices throughout the United States and Canada.

Dearborn Co. Plans West Palm Facility

WEST PALM BEACH. The Dearborn Machinery Movers Company of Dearborn, Michigan, one of the largest firms of its kind in the nation, plans to build a 50,000 square foot truck ter-

minal and warehouse in the Palm Beach County Industrial District.

The announcement, which was made by A. E. & R. F. Raidle, Inc., developer of the 1,800 acre industrial park, followed the purchase by Dearborn of nearly six acres in the District and the optioning of several more to permit expansion in the future.

Dearborn does a contractual moving and installation business in excess of \$20 million. Although the number of persons expected to be employed at the new terminal was not revealed, Dearborn's similar-sized New Orleans facility has a payroll of more than 500 persons.

According to Royal F. Raidle, president of the firm bearing his name, the Dearborn Company's action is not only significant because it is the first to take space in the District, but also because a major industrial moving firm sees an immediate and growing need for its particular specialty in an area whose industrialization has only recently begun.

1,450 ACRE SITE IS EARMARKED FOR POWER UNIT

APPLE GROVE, W. VA. The Appalachian Electric Power Company has acquired about 1,450 acres of land along the Ohio River as a site for a future steam-electric generating plant.

G. L. Furr, vice president and general manager of the Company, said that Appalachian is looking ahead to the future location of chemical and other heavy industry in the already highly-industrialized Ohio River Valley. Furr added that the power plant itself could be the basis for bringing such industry to the Valley.

With the acquisition of the Apple Grove site, the American Gas and Electric System now has three power plant sites on the Ohio River. Along the banks of the Ohio, the AGE system also has five major steam-electric generating plants.

Furr explained that the Apple Grove site was chosen for three reasons: its proximity to abundant and economical coal reserves, the availability of river water for steam-condensing purposes, and its location near the center of the seven-state area served by the AGE system.

CARRIER PLANS MOVE TO NEW HOUSTON OFFICE

HOUSTON. The Carrier Corporation will move the district headquarters for its machinery and systems division into a new office building in Houston, according to Oscar H. Mehl, southwest regional manager.

Expected to be ready for occupancy late this year, the building will be a modern, single-level structure. Mehl said the building program was necessary because facilities in the Electric Building can no longer be expanded to handle increased business.

Bolton and Barnstone, local architectural firm, designed the new office, and Myerson Construction Company is the general contractor.

Carrier has a long-term lease on the site and structure.



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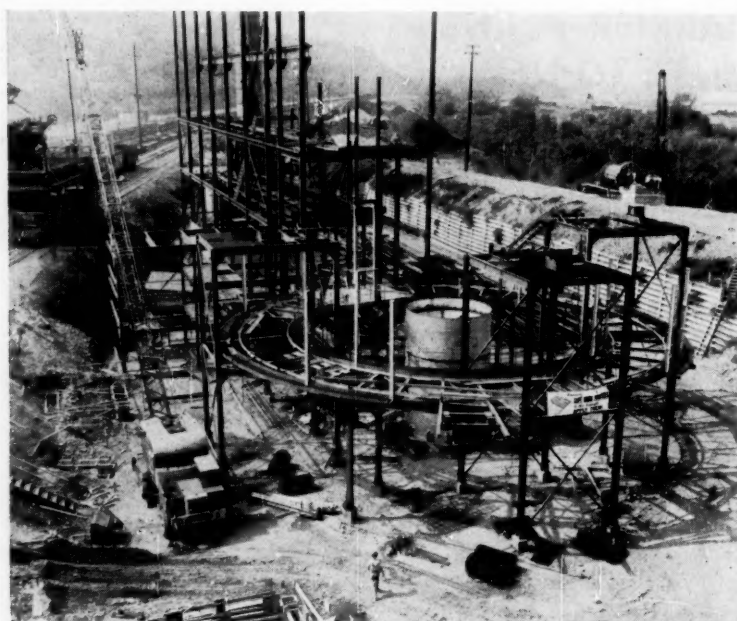
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Scheduled for completion next spring, a new sinter plant for Armco Steel Corporation at its Ashland, Kentucky, operations begins to take shape. The new installation, costing more than \$5 million, is being constructed by Dravo Corporation of Pittsburgh. The picture shows part of the circular cooler in the foreground, with the main sintering building going up behind it. The new facility will produce at least 2,400 tons of sinter daily.

Rights To 15,000 Acres Of Coal Lands Acquired By Crucible In West Virginia

CHARLESTON, W. VA. The acquisition of rights to more than 15,000 surface acres of additional coal reserves in this area has been announced by Crucible Steel Company of America.

Officials said the acreage is located at Hugheston, Southeast of Charleston on the Kanawha River. It is expected to yield in excess of 20 million tons of Number Two gas seam high volatile metallurgical coal.

It was noted that at Crucible's present

rate of consumption, the newly acquired tonnage, along with present coal holdings, makes available at least a 40-year supply for the company. This more than doubles the previous coal reserves.

Joel Hunter, president of Crucible, added that the new reserves will enable the company to extend the span of operations at its present mine in Greene County, Pennsylvania, from an estimated 18 more years to about 35 more years.

AIRTRONICS CORP. OPENS FACILITY IN HIALEAH PARK

HIALEAH. Acquisition of a large electronics plant here has been announced by Robert G. Kramer, former executive vice president of Mack Truck Electronics Division, and president of White Industries, Inc., New York City manufacturers of electronic components.

The new building and facilities, Airtronics International Corporation, contains a plant of 12,000 square feet with room for expansion on four acres of ground located in Hialeah's industrial division, said Kramer.

Airtronics International Corporation will design and manufacture precision gears, plastic injection moldings, die castings, screw machine products and metal stampings. Tumbling facilities will also be installed.

"We will offer electronic and mechanical engineering and drafting services as well," stated Kramer, "since our products designed and manufactured in Florida will be used by the aircraft industry and all types of manufacturing throughout the United States and overseas."

"We were able to visualize some time ago the dynamic growth of Florida due to the continuous movement of the aircraft industry to this state. Martin Aircraft in Orlando; Pratt & Whitney in West Palm Beach; the location of Radiation Incorporated at Melbourne; General Electric and Minneapolis-Honeywell in the Tampa area; and the proposed development of Hughes Aircraft in Florida all require the design and production services we offer in Airtronics International Corporation."

Texas Instruments Opens New Office In Bedford, England

DALLAS. Texas Instruments, Inc., of Dallas, has announced the opening in Bedford, England, of a new plant for Texas Instruments Limited, wholly-owned subsidiary of the Dallas firm.

The Bedford plant will make transistors and other semiconductor devices and markets them throughout the sterling area countries.

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The plant is the first Texas Instruments manufacturing facility to be established outside the United States. The group of subsidiaries known as Geophysical Service, Inc., maintains offices at strategic points throughout the world in support of more than 70 crews engaged under contract to oil companies in geophysical exploration for petroleum in some 17 countries in both hemispheres.

Officials said the Bedford plant houses a fully integrated production operation from the growing of crystals to the manufacture of an advanced line of transistors and related devices.

Texas Instruments has three manufacturing plants in the United States. The main facility at Dallas houses the apparatus division, and a new 280,000 square foot plant for the semiconductor components division is nearing completion at Dallas. The industrial instrumentation division is at Houston, and the optics division, at Monrovia, California, designs and manufactures precision optics.

MISSILE WORK BEGINS AT NEW FLORIDA PLANT

ST. PETERSBURG. The new "environment-controlled" plant of Minneapolis-Honeywell Company is now in operation here, officials have announced.

Built at a cost of \$2.5 million, the plant produces "platforms" which are described as a complex of accelerometers, hermetically-sealed integrated gyroscopes and other devices and controls that supply an electronic "thinking machine" for guided missiles.

Included, too, is a highly complex mechanism which has been used to guide all three stages of the Vanguard rockets.

The plant will have a capacity of five platforms a month, officials said, and structural steel has already been purchased for a plant of 110,000 square feet to be added to the present one when needed to step up capacity.

Officials said further that the environment-controlled feature of the plant is an entirely new concept in plant construction as far as Florida is concerned. The air is treated not only for temperature and pollution, but also for humidity and pressure.

In addition, the plant construction was such as to reduce to an absolute minimum any sort of vibration in the building. As a result, the new plant is called the "world's most jiggle-proof structure."

Fiat Metal Mfg. Co. Plans Georgia Unit

ALBANY, GA. The Fiat Metal Manufacturing Company, a leading producer of building products will soon be operating here. The new plant, scheduled for January production, will be called the Georgia Receptor Company, Inc.

The initial operation will be of small size and consist of partial manufacture combined with warehousing facilities. Ten to 15 persons will be employed at the start, with eventual employment expected to reach 100.

Company officers are Howard S. Nilson, Charles F. Laird, William C. Thompson, Stanley E. Nilson and C. Gus Magnuson. Edwin Sullivan will manage the Albany plant. The Fiat Company manufactures shower cabinets and doors, precast terrazzo shower floors and metal toilet partitions.

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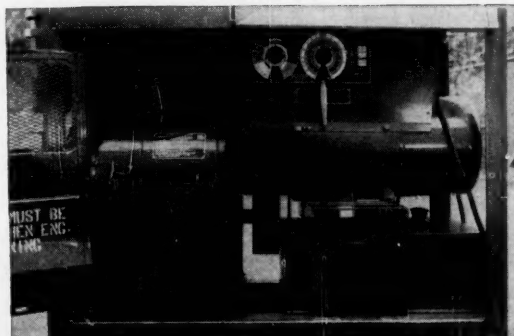
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"Has operated exceedingly well . . . approximately 3143 operating hours . . . maintenance has been negligible after a few minor adjustments; appreciate fact that servicing is so simple; we are free of anti-freeze . . . no fooling with gadgets of water-cooled engines."

This is another typical case of outstanding service delivered by Wisconsin Heavy-Duty Air-Cooled Engines on many kinds of equipment. Basic load-holding High Torque, heavy-duty design and construction in all details, foolproof all-weather Air-Cooling and exclusive specialization in the design and manufacture of AIR-COOLED Engines are some of the factors that are responsible for Wisconsin Engine preference wherever dependable, economical power is required.

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Reynolds Aluminum Supply Acquires Kentucky Plant Site

ATLANTA. Reynolds Aluminum Supply Company has purchased land and plans to erect a 70,000 square foot warehouse and office building in Louisville, Kentucky. The announcement was made by Paul H. Fox, president of Reynolds Aluminum Supply Company in Atlanta.

The new building, 341 feet in length, will include office space for approximately thirty-five employees, a large display sample room, and warehouse space for aluminum mill products, aluminum building products and many other materials for builders and metal fabricators. Facilities will include power shears and slitters to cut metal to customer requirements.

An adjacent railway siding will provide unloading facilities for four railway cars. Four overhead cranes up to ten tons in capacity and four docks each accommodating two large trucks will complete the modern facilities.

The building will feature aluminum

curtain walls, aluminum windows and aluminum roof deck. The construction contract for the building has not been awarded.

The Company also operates warehouses in Atlanta and Savannah, Georgia; Birmingham, Alabama; Miami, Florida; Memphis and Nashville, Tennessee; Raleigh, North Carolina and Richmond, Virginia, with a Sales Office in Jacksonville, Florida and a Metal Container Division in Birmingham. General Offices are located in Atlanta.

Stauffer Chemical Co. Uses Chlorine Barges

LOUISVILLE, KY. The inland waterways, which are one of the South's great natural resources, are being utilized more and more as an answer to the bulk transportation problems of the highly competitive chemical industry.

One such firm is Stauffer Chemical Company which now has six specially-designed chlorine barges serving its plant here. Another unit, a converted open hopper barge, carries sulphuric acid or its spent "sludge" between Stauffer's Baton Rouge plant and its Wood River, Illinois, terminal.

The barges, four of which are new, were built by the Dravo Corporation of Pittsburgh.

Liquid chlorine, under as much as 25 pounds pressure, is shipped in to the plant here from plants on the Ohio, Tennessee and Cumberland Rivers. It is piped from the barges into storage tanks at the Louisville facility.

Then the chlorine is reacted with various hydrocarbon gases at high temperatures to form such chemicals as carbon tetrachloride, perchlorethylene methylene chloride, chloroform and hydrogen chloride.

Carbon tetrachloride is used in the manufacture of various hydrocarbons, including refrigerants. Perchlorethylene is used as a degreaser and dry cleaning solvent. Hydrogen chloride is delivered by pipeline to nearby chemical plants for use in their processing. Chloroform and methylene chloride find wide chemical and industrial uses.

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C&S Bank System Adds Chicago Unit

ATLANTA. The Citizens & Southern National Bank has opened a Chicago service office. The Chicago unit matches a similar office in New York, and Donald J. Roe, C&S vice president who has traveled the Midwest for several years, is in charge of the new Chicago office.

Located in the Wrigley Building, 400 North Michigan Avenue and overlooking The Loop, the Chicago office will assist businesses interested in locating plants in Georgia. It also will provide close contact for Midwest firms doing business in Georgia and for Georgia firms with Midwest interests, and will assist C&S's 600-plus Southeastern banking correspondents with their business in that section. The C&S system has 26 offices in 14 Georgia communities, in addition to the New York and Chicago service offices.

Mills B. Lane, president of the Citizens and Southern Bank, said the new Chicago office "provides a needed financial link between the Midwest and the growing markets of the Southeast."

G. J. McNEW FORMS NEW FORT WORTH CONSULTANT FIRM

FORT WORTH.—Formation of a new management consultant firm has been announced here by George J. McNew.

Operating under McNew's name as consulting management engineers, the firm will specialize in incentive programs, inventory control, human relations; production scheduling, methods simplification, work measurement and standard costs, processing engineering, warehousing, shipping and many other phases of management.

McNew is a former vice president of A. Brandt Company, furniture manufacturer here, and prior to joining Brandt he was vice president of American Saw and Tool Company in Louisville, Kentucky.

MONSANTO UPS ACID PRODUCTION OF LULING PLANT

LULING, LA. Monsanto Chemical Company has completed a major ex-

pansion in production capacity for adipic acid, a chemical used in the manufacture of flexible and rigid foamed resin materials, vinyl plastics, synthetic lubricants and nylon, with the full-scale operation here of a new plant for large-volume production of the acid.

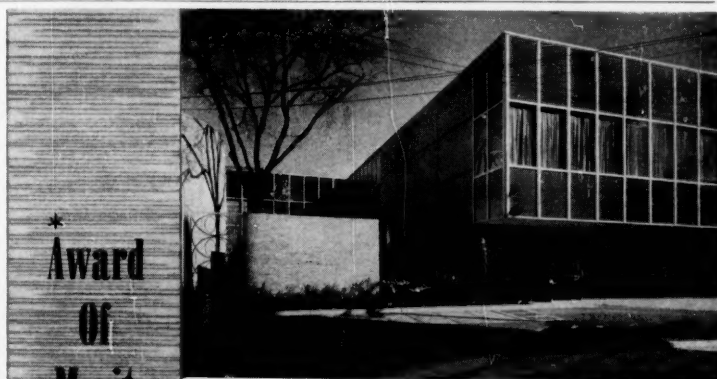
Charles H. Sommer, Monsanto vice president and general manager of its Organic Chemicals Division, said that the new facility makes the company the nation's largest producer of adipic acid for uses other than nylon manufacture.

Monsanto has been a major U. S. sup-

plier of adipic acid since January, 1955, when it first offered the chemical in commercial quantities.

The new unit is integrated to raw materials facilities of the former Lion Oil Company here, marking the first such integration of new production facilities to be completed since the September, 1955, merger of Monsanto and Lion.

The unit's location at the Barton Plant here, Sommer said, indicates the advantages of the basic raw materials position which has resulted from the Monsanto-Lion merger.



**Award
Of
Merit**

*1957 "Award of Merit" from the North Carolina Chapter of the American Institute was given to architect A. G. Odell, Jr., for the Public Library in Charlotte, N. C. Contractor: J. A. Jones Construction Company.

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SASI news



Henry Lesesne (third from left) is shown receiving the Southern Association of Science and Industry special award in journalism. Lesesne, of Sumter and Columbia, South Carolina, is a free lance writer. The presentation was made recently in Columbia during the quarterly meeting of the South Carolina Associated Press News Council by William Pruett, SASI administrative officer, (second from left). Looking on are Allan Mustard (extreme left) and Henry Cuthen (right), SASI trustees. Mustard is with South Carolina Electric & Gas Company, and Cuthen is managing editor of *The Columbia Record*.

SASI CONTINUES TO SPUR REGIONAL DEVELOPMENT

The year 1957 saw three significant events accomplished by SASI in its regional development programs. The first, occurring near the first of the year, was the establishment of a full time administrative staff under the di-

rection of an Administrative Officer, to perform all business and administrative functions necessary to the smooth operation of the Association. This was implemented by Conway Publications, Inc., of Atlanta which is

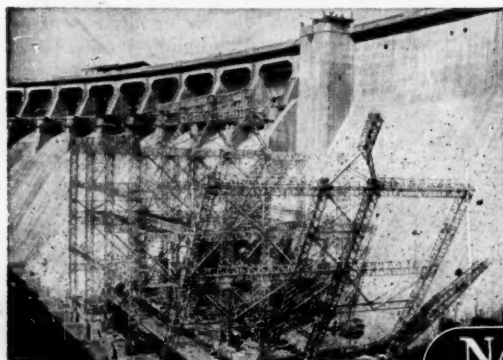
now operating a headquarters secretariat under contract for SASI.

The second was the first Southwide Market Research Conference sponsored by SASI and held in Miami during July. This conference sought to pinpoint areas in which one of the South's most attractive characteristics, markets, could be more effectively utilized in the accelerated industrial development of the region. A total of seventeen presentations were made by market specialists in outlining areas where better market research information could be useful. The decision was made to recommend a second conference during the Spring of 1958 to be held in New York City, thereby attracting important businessmen in that area.

Governors' Conference

The third event was SASI's role in the annual Southern Governors Conference at Sea Island, Georgia during the fall. SASI's annual report on industrial progress to the Governors was presented by Dr. Frank J. Soday, Chairman of SASI's Board of Trustees. The Association made several recommendations to the Governors concerning areas in which they could be helpful in a regional effort to assist industrial development programs. Significant among these was an extension and enlargement of the New Plant Reporting Service and the New York Market Research Conference. The Conference unanimously endorsed the proposals.

A new slate of officers was chosen by the Board of Trustees at their annual meeting during the summer. Philip W. Moore, president of the First Research Corporation, one of America's leading management consultant and research firms, was chosen SASI's new president. John D. Wise, banker and businessman from Hazelhurst, Mississippi, was named regional vice president. Arthur Jones, vice president of the



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Dr. Harold Vagtborg (left), president of the Southwest Research Institute, is shown receiving the Southern Association of Science and Industry Award for distinguished service to scientific and industrial development of the region. Making the presentation is W. C. Windsor, Jr., president of Windsor Properties and SASI Texas state vice president.

American Trust Company of Charlotte, N. C., was elected treasurer and Dr. George Palmer, one of SASI's founders was reelected secretary.

SASI Distinguished Service Awards presented during 1957 were for science, to Dr. Harold Vagtborg, president of the Southwest Research Institute; for industry, to Winthrop Rockefeller of Arkansas, and for journalism, Henry Lesesne of South Carolina.

Co-op Sessions

SASI, in cooperation with state development agencies in the South, launched a series of conferences designed to bring about greater standardization in the collection, tabulation, and publication of industrial data. These cooperative sessions will be continued during 1958 under the chairmanship of Walter C. Long, assistant director of the Tennessee Industrial and Agricultural Development Commission.

Plans now under way for 1958 call for enlargement of all of SASI's services to Southern industry. SASI headquarters invites all firms who are interested in participating in these programs to join in this regional effort.

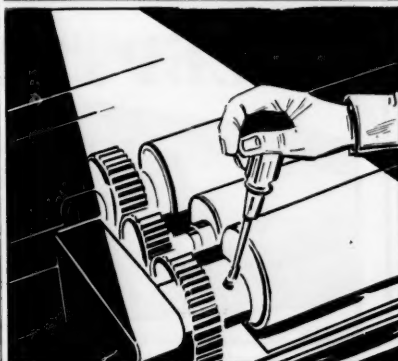
SCIENTISTS SET CATALYST FIRM FOR LOUISVILLE

LOUISVILLE, KY. Formation of a new firm, Catalysts and Chemicals Company, has been announced here. The new Louisville organization will manufacture specialty catalysts for the chemical, petroleum and food industries.

Principals in the company are Dr. R. E. Reitmeier of Louisville, Dr. J. L. Parker of Tulsa, and a group of technical associates.

The main offices, research laboratories and manufacturing facilities will be located here, where the firm has purchased a block of buildings formerly occupied by the Mengel Company.

On a plot of three and a half acres, the building has 70,000 square feet of floor space. Remodeling of the buildings and installation of processing equipment are under way. The initial investment in buildings and equipment will be between \$750,000 and \$1 million.



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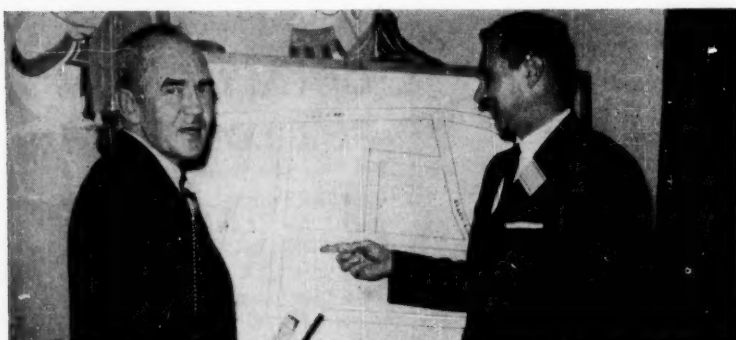
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George Whitlatch (left) of the Tennessee Industrial Development Commission, and Ben Willis of the Atlanta Chamber of Commerce discuss an Americus, Georgia, Industrial District during the recent SIDC meeting at Houston.

SIDC ATTRACTS 150 EXPERTS TO HOUSTON MEET

HOUSTON. A good supply of productive labor, together with the desire to deliver a full day's work for a day's pay, comprise one of the South's best inducements to industries shopping for plant sites.

This opinion was stated by Paul Miller, Manager of the Industrial Bu-

reau of the Atlanta Chamber of Commerce, in a panel seminar on "Labor in the South" during the recent twelfth annual meeting of the Southern Industrial Development Conference here.

Miller pointed out also that there are certain obligations concerning labor which should be assumed by the industry doing the shopping. An important management function is "to provide good policies designed from the outset to achieve the best labor-management relations."

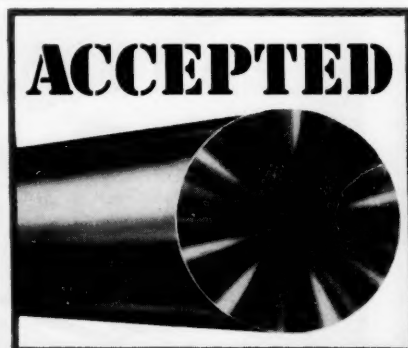
About 150 industrial development

experts assembled at the famed Shamrock-Hilton Hotel to discuss Industrial Districts, Labor, Prospect Location Techniques and other subjects during the two-day conference.

Dr. John Peterson, Industrial Research Center, University of Arkansas, pointed out the need for better cooperation between different development groups, especially in the matter of information exchange. "Much information, as well as ideas for new data, can be developed through cooperation with private groups, utilities, universities, and many other sources."

He emphasized that a professional approach to the presentation of data is becoming more and more important as competition develops. Much of the information is available in very complex statistical form. It is the job of the development people to make it understandable and useful to the inquiring industrialist, he said.

New officers elected for 1958 include Everett Tucker, Jr., of the Little Rock Chamber of Commerce, president; George Whitlatch, Tennessee Industrial Development Commission, vice president; and Warren Farmer of the Jackson (Miss.) Chamber of Commerce, secretary-treasurer.



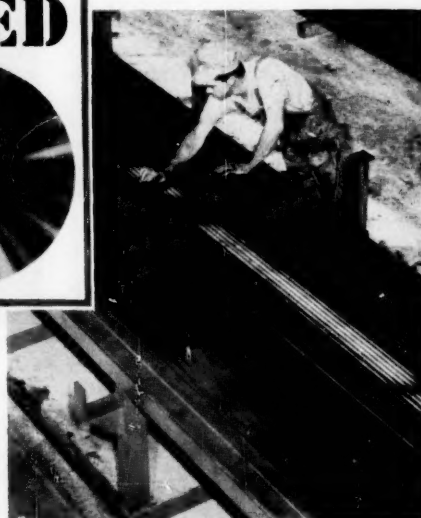
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CONNORS STEEL DIVISION

Production of sanitation and maintenance supplies in the South has been increasing at a rate faster than the national average since prewar days. As indicated in this survey, compiled under the direction of Jouett Davenport, Jr., this rate of growth may be expected to continue . . .

The need for sanitation has, certainly, existed always. But, it has been only in comparatively recent years that definite efforts have been made to extend cleanliness to all phases of human endeavor.

Time was when the term sanitation was related almost solely to places of abode. Later it was applied to places of assembly, and perhaps last of all sanitation has come to be considered heavily in the affairs of industry.

Nowadays, in both the planning of industrial plants, and in their operation as well, sanitation has become a key factor.

The selection of sites by industry and the selection of industries by cities

is leading all parts of the country in slum clearance and other forms of civic improvement. Along with these improvements have gone installation of modern sanitary systems.

Ordinarily it is easy to think of sanitation as strictly a civic function. And there is no doubt that great progress along sanitary lines has been achieved through municipal control. In times gone by there are records of plagues and epidemics that have wiped out entire city populations. In such times it is known that garbage disposal was practically nil and that public cleanliness was a matter of small interest.

Such calamities could scarcely occur today anywhere in the civilized world, and especially not anywhere in the United States. All U. S. cities boast efficient sanitation departments augmented usually by public departments of health.

These civic departments are doing fine jobs. Their jobs, however, would not be easy, if it were not for the modernized aid accorded them by the equally fine operation of private industry.

It is private industry that devises and produces the garbage disposal systems, the sanitized trucks and containers, and the multitude of chemical products used in modern sanitation.

It is to the production of such equipment and supplies that Southern industry has lent special attention. It is in the growth of this production that the South's five-fold growth is best visualized.

At the same time, however, there is another field in which the region has achieved meritorious results. This is in the field of personal service—devoted largely to cleaning and purifying.

Since the war this branch of the service industry has achieved growth practically equivalent to that marked up in the field of production. Laundries and related personal services show a five-fold growth and give promise of keeping full step in the future with the manufacture of sanitary supplies and equipment.

SANITARY MAINTENANCE HAS KEY INDUSTRIAL ROLE

frequently devolved upon the question of sanitary conditions.

The South has been wise to give this rapidly growing factor the full attention it deserves. Since prewar days, sanitation supplies and equipment turned out by the South have been increased a little over five fold. Gain for the Nation has been just under five fold. Since industrial expansion in the South has outpaced that of the Nation during the period, it is accurate to say sanitation has kept pace in the South.

Since the region has more cities seeking industries than industries seeking sites, it is natural that the region should give keen attention to civic aspects of the case. In a general way, the South



This is one of the chemical laboratories of the 20-year-old Zep Manufacturing Corporation in Atlanta. The company maintains a constant program of research aimed at improving and adding to its extensive product line in the sanitation and maintenance line.

An example of the growth of the sanitary and maintenance chemicals manufacturing industry may be seen in the cases of several Southern based and owned firms which serve large areas of the region.

Zep Manufacturing Corporation, for instance, which was started 20 years ago in Atlanta, has branch offices and warehouses in Dallas, Kansas City, Missouri, and Cleveland, Ohio. From these facilities the company covers nearly 40 states.

Basic production at the plant in Atlanta includes liquid, paste and powdered soaps for cleaning all types of surfaces; compounds for dishwashing, floor waxes and polishes; sealers and finishers for every type of floor; a wide line of disinfectants and insecticides; a complete assortment of cleaners and

materials for the automotive and aviation industry, and special toilet room supplies. The company also distributes a complete line of accessory equipment.

Dr. Harold B. Friedman, chief of research and development for the firm, said Zep's fast growth in its 20-year span can be attributed to the expanding industry in the Southeast and adjacent territories.

Zep's Plant Completed

Zep recently completed an entirely new manufacturing center in Atlanta's Chattahoochee Industrial District. Included in the facilities are the manufacturing plant, built on two levels to utilize gravity flow, and a new research and development laboratory.

There are two large tank farms, one

for liquid raw materials, the other for liquid finished products. The tanks provide more than 100,000 gallons of outside storage capacity.

With well over 200 full-time employees, the company also has its own fleet of trailer vans to transport finished products to its branches and to bring in raw materials for use in the manufacturing plants.

In addition to Dr. Friedman, who is also treasurer of the firm, officers are Mandle Zaban, president; Erwin Zaban, executive vice president; Max M. Cuba, secretary.

Another Southern company in the field, which has enjoyed an outstanding record of growth, is Texize Chemicals, Inc., of Greenville, South Carolina.

Launched in 1946, the company was

SANITATION AND MAINTENANCE

Sanitation Goods Approximate Annual Output \$million

Region/State	Soaps & Cleaning Products	Cleaning Equipment	Personal Services
New England	241	98	360
Middle Atlantic	1076	201	1419
E. N. Central	1113	93	1274
W. N. Central	310	18	437
South Atlantic	217	17	684
Maryland	112	12	90
D. C.	1	*	61
Virginia	10	*	101
W. Va.	4		43
N. Carolina	15	1	112
S. Carolina	7	*	48
Georgia	44	2	96
Florida	24	2	133
E. S. Central	72	4	265
Kentucky	25	2	74
Tennessee	25	2	91
Alabama	15	*	63
Mississippi	7	*	37
W. S. Central	238	9	460
Arkansas	3	1	37
Louisiana	47	4	67
Oklahoma	6	1	67
Texas	182	3	289
South	527	30	1409
Mountain	41	1	179
Pacific	295	20	690
U. S.	3603	461	5768

conceived originally as a firm to meet the sizing needs of the textile industry. With the sizing that the organization created, however, it also began the production of an all-purpose cleaner for use in textile mills.

After it was learned that the cleaner was equally effective and useful in household appliances, and demand for it grew, Texize began distribution of it for retail trade.

W. J. Greer, president and founder of Texize, said that textile plants reported such success with the company's maintenance products that the decision was made to set up a separate commercial products division for the manufacture of building maintenance supplies.

Under the management of T. D. Greer, this line of supplies today is being sold through direct sales representation and janitor supply houses.

The company is now located in a modern multimillion-dollar plant. It has more than 100 employees, and sales run to several million dollars a year.

The commercial products division has shared this growth. At the new plant there are storage facilities for nearly half a million gallons of raw materials for commercial cleaning products.

In addition to the cleaner, Texize offers a non-skid wax, pine oil disinfectant, liquid hand soap, metal polish, bowl cleaner and many other maintenance supplies.

A firm with a long history in the sanitation and maintenance field is The Selig Company which was founded in



This aerial view shows the modern plant of Texize Chemicals, Inc., located five miles from downtown Greenville, South Carolina. The big operation has grown from a small beginning a decade ago, and the company now markets a wide variety of products.

SANITATION AND MAINTENANCE



The marketing team at Texize in Greenville, South Carolina, plans future programs. Shown (left to right) are W. J. Greer, president; H. H. McGee, general manager of the Tru-Way Consumer Products Division; E. H. Kittredge, Jr., vice president; B. J. Dodson, manager of marketing services, and T. L. Walters, assistant sales manager, Consumer Products Division.

Atlanta 61 years ago.

The Selig home office, warehousing and manufacturing facilities are located in three separate structures with more than 200,000 square feet of floor space. From the Atlanta plant and a new manufacturing facility in Dallas,

Texas, flow more than \$3 million in finished manufactured products to commercial and institutional consumers. The territory ranges westward from Maryland across West Virginia, Kentucky, Oklahoma, Illinois, Missouri, Iowa, and all states southward.

To keep pace with growth, the company in 1955 opened a branch in Kansas City, and a Miami branch was put into operation in 1956.

Altogether the company furnishes some 500 products in the sanitation field, and the Selig name, officials said,



The extent of the huge plant facilities of The Selig Company in Atlanta may be seen in this inside view. Founded 61 years ago, the company now furnishes some 500 products in the sanitation line, and the Selig name is known from coast to coast.

SANITATION AND MAINTENANCE

is known by institutional buyers of insecticides, disinfectants, soaps and waxes from coast to coast.

From the original tiny plant which in 1896 generated sales of \$1,780, the business has now grown to the point where its sales are in excess of \$5 million annually.

Selig was the first organization of its type in the South to install equipment for the manufacture of bulk disinfectants and potash soaps. Officials said it also was the second concern in the United States to manufacture self-polishing floor waxes.

Simon Selig, Founder

The company was founded by the late Simon Selig. Following the latter's death in 1943, Albert S. Selig was made president. Simon S. Selig, Jr., took over as president in 1955 and continues in that capacity.

Also headquartered in Atlanta is Puritan Chemical Company, another firm whose brand name is known in far-flung areas of the nation. Puritan, of which A. L. Feldman is president, produces a variety of sanitary supplies and industrial cleaning chemicals at its huge plant. Its business volume runs to around \$5 million annually.

Puritan early this year was featured in Chemical Week magazine which gave the company recognition for its excellent program management plan. This method calls for pinpoint planning and was credited with being a big factor in the doubling of company sales. It also has helped and is helping in Puritan's half-million-dollar expansion program.

Ted Fisher, vice president in charge of sales, heads up the program.

It is noteworthy that Atlanta has an unusual concentration of industry in the sanitation and maintenance category, and this fact has been pointed up by the National Sanitary Supply Association.

Atlanta's \$20 Million Sales

In a recent interview, Association President Jacob Kahn declared that Atlanta had definitely become the center of the sanitary chemical industry in the South, with annual sales running above \$20 million.

Kahn said the industry, including many small firms, employs about 1,700 persons in the area, and there are approximately 150 establishments.

This, however, serves chiefly to em-

phasize the tremendous importance of the sanitation and maintenance industry throughout the South, for each major city has companies engaged to some degree in production of materials that apply to activities in this category.

Sanitation, Maintenance Firms Listed

This listing includes firms which are engaged in the manufacture of products concerned with industrial sanitation and maintenance. If your firm employs 100 or more persons and has inadvertently been omitted from this compilation, we invite you to write and tell us so that we may have permanent record of your company in our files. Employment code: C—(100-250); D—(250-1,000); E—(Over 1,000).

ALABAMA

Birmingham—Armour & Co., 2309 1st Ave., N. Soap bases, glycerine. (D)
Montgomery—Swift & Co., 411 Chandler St. Soap. (C)
Sylacauga—Artercraft Broom Co. Brooms, mops.

ARKANSAS

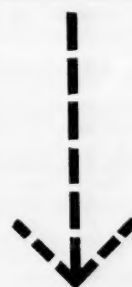
Little Rock—Arkansas Broom Works, 2200 E. 6th Ave. Glen A. Hoke, Pres., brooms. (C)

FLORIDA

Jacksonville — American Coolair Corp., P. O. Box 2300. J. E. Graves, Jr., Pres., blowers, exhaust and ventilating fans. (C)
Lakeland—Food Machinery & Chemical Corp., Florida Div., P. O. Box 1718. H. L. Shannon, Div. Mgr., waxes. (D)
Marianna—Chipola Chemical Co., Inc., Box 182. Soap, cleaner, polish.
Miami—Pan American Metal Products Co., Inc., 401 N.W. 71st St. Paul Ducanis, Pres., insecticide sprayers. (C)
Orlando—American Machinery Corp., P. O. Box 3228. P. E. Sharts, Pres., waxes. (C)
St. Petersburg—Smith Chemical Co., 740 49th St., S. E. A. Smith, Pres., soap, cleaner, polish.

GEORGIA

Atlanta—Acme Chemical Products Co. Sanitary chemicals, sweeping compounds.
Atlanta—Center Chemical Co., 166 Central Ave., S.W. Dave Center, Pres., degreasing chemicals, sweeping compounds. (C)
Atlanta—Murray Co. of Texas, Inc., Foster, N.W. L. A. Skinner, Pres., ventilating fans. (C)
Atlanta—National Linen Service Corp., 445 Highland Ave., N.E. Soap.
Atlanta—Puritan Chemical Co., 916-132 Ashby St., N.W. Sanitary supplies. (C)
Atlanta—The Selig Co., 336-350 Marietta St., N.W. Simon S. Selig, Jr., Pres., floor and solvent waxes, floor cleaners, industrial cleaners, degreasing compounds, insecticides, disinfectants, deodorants. (C)
Atlanta — Sherwin-Williams Co. of Ga.,



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SANITATION AND MAINTENANCE

Inc., 2080 Murphy Ave., S.W. Insecticides. (C)

Atlanta—Tesco Chemicals Co., 1575 Northside Dr., N.W. T. E. Schneider, Sr., Pres., industrial soap.

Atlanta—Zep Mfg. Corp., Chattahoochee Industrial Area. Mandle Zaban, Pres., sanitary and maintenance chemicals. \$750,000. (C)

Augusta—Teletex, Inc., 635 Twiggs St. Cleaners, polishes.

Bainbridge—Miller Hydro Co. Bottle washers, sealing rings. (C)

Cadertown—Nopco Chemical Co. Sulphonated oils. (C)

Macon—Procter & Gamble Mfg. Co. Vegetable oil products, soap. (C)

Marietta—Bestway Laboratories, Inc., detergents.

Rome—Industrial Chemical Products, Inc., cleaners.

Woodbury—Arthur L. Gill, soap.

KENTUCKY

Bowling Green—Detrex Corp., Box 384. Synthetic dry-cleaning equipment. (D)

Louisville—W. M. Cissell Mfg. Co., Inc., 831 South 1st St. Laundry and dry-cleaning equipment. (C)

LOUISIANA

Gretina—Southern Cotton Oil Co. J. B. Weir, Pres., soap stock.

Lake Charles—Cit-Con Oil Corp., Box 1578. F. M. Simpson, Pres., waxes.

New Orleans—Lighthouse for the Blind of New Orleans, 820 Magazine. Mops, brooms, brushes, rubber floor mats. (C)

New Orleans—Long's Plating & Polishing Works, 335 Burgandy St. E. W. Long, Pres., polishes.

New Orleans—I. L. Lyons & Co., Ltd., 800 Tchoupitoulas St. I. L. Lyons, Jr., Pres., soap. (C)

New Orleans—The Selig Co., 518 Julius St. Waxes, polishes, cleaners.

Opelousas—Opelousas Oil Refinery, Box 591. J. P. Barnett, Sr., Pres., soap.

Shreveport—Arkansas Fuel Oil Co., Slatery Building. A. W. Trusty, Chief Chemist, industrial cleaners, waxes.

Shreveport—Louisiana Paper Co., Ltd., 225 Crockett. Cleaning compounds. (C)

West Monroe—Brown Paper Mills, Inc., Rte. 4. H. L. Brown, Pres., soap.

MARYLAND

Baltimore—Atlantic Southwestern Broom Co., 1300 S. Bayliss St. Brooms. (C)

Baltimore—Cities Service Oil Co., Inc., 3441 Fairfield Rd. Detergent Alkylate. (C)

Baltimore—Continental Oil Co., 3441 Fairfield. Detergents. (C)

Baltimore—Samuel M. Dell & Co., Inc., 146 Calverton Rd. Brushes. (C)

Baltimore—Fuld Bros., Inc., 702-10 S. Wolfe St. Melvin Fuld, Pres., sanitary chemicals. (C)

Baltimore—General Products & Chemical Co. Soaps, waxes.

Baltimore—Koppers Co., Inc., 200 Scott St., aeromatic fans. (C)

Baltimore—Lever Bros. Co., 5300 Holabird Ave., soaps, detergents. (D)

Baltimore—Maryland Workshop for the Blind, 2901 Strickland St. Mops and brooms. (C)

Baltimore—Pittsburgh Plate Glass Co., Brush Div., 3221 Frederick Ave. Brushes. (D)

Baltimore—Procter & Gamble Mfg. Co.,

1422 Nicholson St. Soap and glycerine. (D)

Baltimore—Royal Mfg. Co., 27 Howard St. Janitor supplies.

Baltimore—I. Sekine Co., Inc., 3300 Clipper Mill Rd. Brushes, brush machinery. (C)

Baltimore—John C. Stalford Sons, Inc., 319 W. Pratt St. Waxes, cleaners, polishes. (C)

Baltimore—Stanley Home Products, Inc., 3501 Sinclair Lane. Brushes. (C)

Berea—Berea College Student Industries. Brooms, brushes. (C)

Frederick—Ox Fibre Brush Co., Inc., 400 E. Church St. Industrial brushes. (D)

Rockville—Lofstrand Co., Horner's Lane. Insecticide sprayers. (C)

Towson—Black & Decker Mfg. Co., 695 Penna. Ave. Alonzo G. Decker, Pres., industrial vacuum cleaners. (E)

MISSISSIPPI

Jackson—Magnolia Chemical Co., 4359 Northview Dr. Soaps.

Jackson—Mississippi Industries for the Blind, 2501 N. West. Brooms. (C)

OKLAHOMA

Barnsdall—Silver Seal Products of Oklahoma. Bleach.

Bristow—Nu-Way Bleach Co., 134 E. Ninth St. Bleach, laundry supplies.

Clinton—Sta-Wax, 406 Choctaw St. Floor waxes.

Durant—Durant Box Factory, North of City. Sweeping compounds.

Durant—Durant Soap Works, 923 N. First St. Soap.

Durant—S & S Rendering Plant, S. Second St. Soap.

Henryetta—Royal Casket Co., 517-19 W. Trudgeon St. Sweeping compounds.

Hugo—Hugo Soap Works. Soap.

Lawton—Comanche Animal By-Products Co., 310 E. D St. Soap, grease and tankage.

Lawton—Southwest Chemical Co., 508 E. St. Janitor and sanitary supplies.

Miami—J. R. Tuthill & Sons, 500 E. Central St. Soap.

Shawnee—Shawnee Floor Sweep Co., 619 Beard St. Sweeping compounds.

Tulsa—Oklahoma Janitor Supply Co., 1207 E. Third St. Sweeping compounds.

SOUTH CAROLINA

Charleston—Virginia-Carolina Chemical Corp., King Street Rd. Detergents, soaps.

TENNESSEE

Clinton—Oak Ridge Applied Laboratory. J. S. Luce, Pres., soap, cleaner.

Memphis—E. L. Bruce Co., 1648 Thomas St. Floor cleaners, waxes. (E)

Memphis—Chemical Concentration Co., 275 Madison Ave. H. C. Levy, Mgr., soap, janitor supplies.

Memphis—Hunter Div., Robbins & Myers, Inc., 400 S. Front St. F. S. Brady, Vice Pres., electric fans. (D)

Memphis—Huntington Industries, Inc., 2368 Prospect St. H. Van Dresser, Pres., ventilating fans. (C)

Memphis—Old Gold Chemical Co., 287 Monroe Ave. Henry Kohn, Owner, polish.

Memphis—Peerless Chemical & Supply Corp., 241 E. Trigg Ave. H. E. Brushe, Pres., janitor supplies.

Memphis—R-H Products Co., 742 Alabama St. J. D. Robinson, Pres., Detergents, soap powder.

Memphis—Southern Products Co., 347 N. Main St. A. Everett Hanover, soap.

Memphis—Universal Laboratories, 345 Jefferson Ave., Berine Adel, Mgr., soap.

Memphis—Wm. J. Vickey Co., 1251 Chelsea Ave. Floyd Haralson, Owner, sweeping compounds.

Nashville—AVCO Mfg. Corp., Crosley Div., Berry Field. Laundry appliances. (E)

Nashville—S & F Chemical Co., Inc., P. O. Box 8. Waxes.

Nashville—Temco, Inc. Clothes dryers. (D)

TEXAS

Brady—Intercontinental Mfg. Co., Inc. Industrial equipment, laundry and dry cleaning equipment. (D)

Dallas—Central Chemical Co., 3428 Commerce. (D)

Dallas—Chemical Products Co., 2620 Dawson St. B. L. McJunkin, Partner, industrial cleaners.

Dallas—Coast to coast Chemical Co., Inc., 139 Payne. Industrial cleaning chemicals.

Dallas—Dabit Southwest Co., 110 Cole St. Industrial cleaners.

Dallas—Dalco Chemical Co., 3102 Ross St. Industrial cleaners, detergents.

Dallas—Delco Chemicals, Inc., 5005 Greenville. Hal P. Galvin, Mgr., industrial chemical compounds.

Dallas—Ditson Mfg. Co., P. O. Box 8556. Laundry supplies.

Dallas—Procter & Gamble Mfg. Co., 1226 Loomis. James P. Fulkerson, Supt., laundry cleaners, detergents. (D)

Fort Worth—Panther Oil & Grease Mfg. Co., 840 N. Main St. A. B. Canning, Pres., detergents.

Garland—Intercontinental Mfg. Co., Box 578. Roy Shape, Exec. Vice Pres., industrial laundry and dry-cleaning equipment. (E)

Grand Prairie—Industrial Mfg. Co., 109 N.W. 5th St. Commercial laundry and dry cleaning machines. (C)

Houston—Carey-Philip Mfg. Co., Hempstead Hwy. at Post Oak Rd. E. Garden, Sales Mgr., sweeping compounds. (C)

Houston—Consolidated Metal Products Co., 2401 Nicholson. Blowers, exhaust and ventilating fans. (D)

Houston—Harris Company Lighthouse for the Blind, 3530 W. Dallas. Brooms, mops, rubber mats. (C)

Houston—Milwhite Co., Inc., 5800 Lyons Ave. Max B. Miller, Jr., Pres., sweeping compounds. (C)

Houston—The Selig Co., 3619 Washington Ave. Waxes, cleaners, polishes.

Houston—Shell Oil Co., P. O. Box 2527. M. P. L. Love, Plant Mgr., waxes.

Houston—The Texas Co., 720 San Jacinto St. J. S. Leach, Pres., waxes.

Kilgore—R. L. Cox, Hwy. 31. R. L. Cox, Prop., sweeping compounds.

McAllen—T. K. Barton No Glare, 705 N. Broadway. Glass cleaner.

Sanderson—F. M. Roark. Waxes.

Texas City—J. C. Houghton, 37 19th Ave., N. Detergents.

Waco—Clifton Mfg. Co., 323 Pleasant St. Albert L. Clifton, Prop., janitor supplies. (C)

VIRGINIA

Hopewell—Allied Chemical & Dye Corp., Solvay Process Div. F. A. Ernst, Mgr. Sanitary chemicals, cleaner, polish.

Richmond—Crafton Chemical Co., 2706 E. Marshall St. Soap.

Richmond—Virginia-Carolina Chemical Corp., 401 E. Main St. Joseph A. Howell, Pres., cleaning compounds.

White Stone—Mehaden Products Co., Inc., sulfonated oils. (C)

SOUTHERN UTILITIES JOIN NUCLEAR POWER GROUPS

Development, Operation of Atom Power Plant Is Proposed By Carolinas Virginia Organization

WASHINGTON.—A formal proposal has been submitted to the Atomic Energy Commission for the development, design, construction and operation of a nuclear power plant, by the Carolinas Virginia Nuclear Power Associates, Inc., of Charlotte.

AEC Chairman Lewis L. Strauss said the proposal calls for a heavy water-cooled and heavy water-moderated reactor fueled with slightly enriched uranium. The plant would have net electrical capacity of about 17,000 kilowatts.

The group proposes to pay all costs of plant construction and operation, but the proposal requests that the AEC support the major portion of the costs of development and that it waive charges for use of fuel material and heavy water for the duration of the contract period.

It was stated by the group that successful development and operation of this demonstration plant could lead to future construction of similar large-scale power plants using natural uranium as fuel.

Members of the group are the South Carolina Electric and Gas Company, Columbia; the Carolina Power and Light Company, Raleigh; the Virginia Electric and Power Company, Richmond, and the Duke Power Company, Charlotte.

Third Proposal

This new proposal is the third made in response to the AEC's third invitation which was issued last January under the Power Demonstration Reactor Program. The first proposal, announced this past May, was made by the Florida Nuclear Power Group for a large scale plant using natural uranium as fuel. In this group are Florida Power Corporation, Florida Power and Light Company, and the Tampa Electric Company.

Other Southern privately-owned utilities which have joined groups in projects directed toward atomic power generation of electricity include: Alabama, Alabama Power Co.; Arkansas, Ar-

kansas-Missouri Power Co., Arkansas Power and Light Co., Oklahoma Gas and Electric Co., Southwestern Gas and Electric Co.; Florida, Gulf Power Co.; Georgia, Georgia Power Co., and the South Carolina Electric and Gas Co.

Also included are Kentucky Power Co., Louisville Gas and Electric Co. and Union Light, Heat and Power Company, of Kentucky, Central Louisiana Electric Co., Gulf States Utilities Co., Louisiana Power and Light Co., New Orleans Public Service, Inc., Southwestern Gas and Electric Co., of Louisiana; in Maryland, Baltimore Gas and Electric Co., Conowingo Power Co., Delaware Power and Light Co., Eastern Shore Public Service Co. of Maryland, Southern Virginia Power Co., Pennsylvania Electric Co., Potomac Edison Co., Potomac Electric Power Co., Potomac Light and Power Co., and the South Penn Power Co.

Mississippi Group

In Mississippi, Mississippi Power and Light Co. and Mississippi Power Co.; in North Carolina, the Virginia Electric and Power Co.; and in Oklahoma, the Empire District Electric Co., Oklahoma Gas and Electric Co., Public Service Co. of Oklahoma, and Southwestern Public Service Co.; in South Carolina, the Duke Power Co.

In Tennessee, Kingsport Utilities, Inc.; in Texas, Central Power and Light Co., Community Public Service Co., Dallas Power and Light Co., El Paso Electric Co., Gulf States Utilities, Houston Lighting and Power Co., Southwest Electric Service Co., Southwestern Gas and Electric Co., Southwestern Public Service Co., Texas Electric Service Co., Texas Power and Light Co., and West Texas Utilities Co.

Appalachian Electric Power Co., Eastern Shore Public Service Co. of Virginia and the Northern Virginia Power Co., of Virginia; Appalachian Electric Power Co., Monongahela Power Co., Ohio Power Co., Potomac Edison Co., Potomac Light and Power Co., and the Wheeling Electric Co. in West Virginia.

SHELBY BOX CO. IS ACQUIRED BY OHIO PAPER FIRM

DAYTON.—Mead Containers, Inc., wholly owned subsidiary of The Mead Corporation, has acquired the total assets of The Shelby Paper Box Company, Memphis, Tennessee, it was announced by Wm. J. Cassady, Jr., President, Mead Containers.

More than 90 per cent of the Shelby shareholders voted in favor of the plan of acquisition in August.

The Shelby Paper Box Company was organized in 1922 by John G. Kain, Sr. The Memphis plant employs approximately three hundred men and women producing corrugated shipping containers, folding boxes, and multi-packaging cartons.

There will be no change in the management and personnel of the Memphis operation which is now the Shelby Division of Mead Containers, Inc.

Mead Containers' other box manufacturing operations are: Jackson Box Division, Cincinnati, Ohio; Durham Division, Durham, North Carolina; Industrial Division, Chicago, Illinois; and Palm Division, Miami, Florida.

The acquisition of Shelby provides Mead Containers with a larger area of distribution for its corrugated products. Shelby customers will benefit by the greater service and supply facilities of Mead Containers.

Port Commission Appointed In Miss.

PORT GIBSON, MISS. A port commission of four men has been appointed by the board of supervisors of Claiborne County, and a fifth member to the commission will be appointed by Governor J. P. Coleman of Mississippi.

The group will be charged with developing and operating ports along the Mississippi River, the Big Black River and Bayou Pierre, at and between Port Gibson and Grand Gulf.

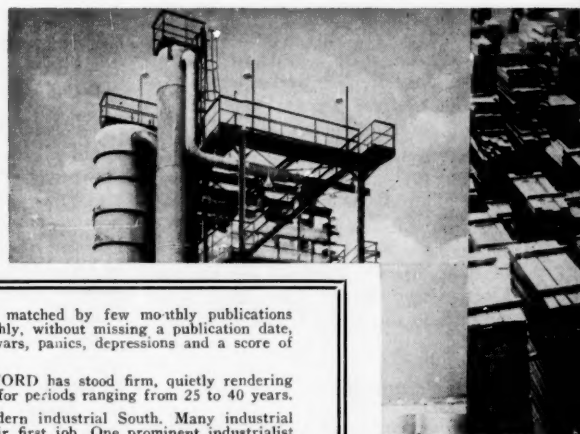
This is being done with a view toward ultimate development of a considerable number of waterfront sites.

The Claiborne County members of the commission are Morris M. Crisler, Richard G. Hastings, Dr. Frank S. Headley, and Elwyn P. Spencer.

MANUFACTURERS RECORD
is proud to announce its
Diamond Anniversary
marking seventy-five years of
service to the leaders of
Southern industry

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THE INDUSTRIAL SOUTH'S MOST INFLUENTIAL AUDIENCE!



MANUFACTURERS RECORD enjoys a background which can be matched by few monthly publications of any type anywhere in the country. It has appeared weekly or monthly, without missing a publication date, continuously for 75 years. It has served its readers through several wars, panics, depressions and a score of lesser catastrophes.

While many other publications have faded into the past, the RECORD has stood firm, quietly rendering a vital service to the South. Today many of its readers have subscribed for periods ranging from 25 to 40 years.

The RECORD has also the most influential audience in the modern industrial South. Many industrial leaders of today have read the publication since they reported for their first job. One prominent industrialist recalled that his first assignment as an office boy in his company 35 years ago was to place each new issue of the RECORD on the desk of the company president.

Of significance is the fact that the RECORD's total circulation has increased some 25 percent during the past year. Both the quality and quantity of the RECORD's readership has increased in the last year.

The most recent audit revealed a total average distribution of about 12,500 copies per issue. The largest group of readers were the managers of manufacturing plants. Other influential leaders were public utility executives, construction firms, financial institutions, research organizations and government agencies.

About 8,000 manufacturing managers will receive the RECORD each month during 1958. A sample of some of the specific industries, with a distribution breakdown is as follows:

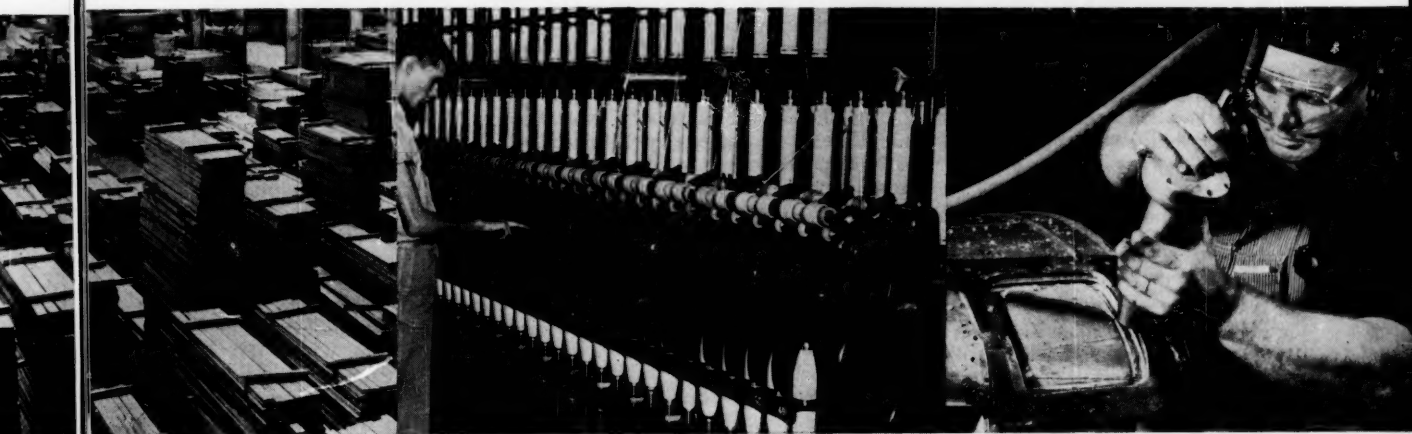
Food and kindred products	438
Textile mill products	525
Apparel and other finished products	226
Lumber and wood products	235
Furniture and fixtures	227
Paper and allied products	271
Printing, publishing and allied industries	190
Chemicals and allied products	1,879
Products of petroleum and coal	313
Stone, clay and glass products	424
Primary metal industries	1,060
Fabricated metal products	271
Machinery (except electrical)	498
Electrical machinery, equipment and supplies	376

Of special interest is the fact that the manager of every important new manufacturing plant located in the South is automatically given a special subscription to the RECORD by the Southern Association of Science and Industry. Thus, the RECORD is utilized by newcomers to acquaint themselves with industrial activities in the region and, more specifically, with suppliers of goods and services in the region.

FOR 19

YEARS YOUNG!

Since its beginning 75 years ago, the RECORD has seen the great, multi-million dollar industrial empires of the industrial South grow to where the region, once almost entirely agrarian, now houses 25 per cent of all manufacturing activity in the nation. The pictures below illustrate the types of industries springing up daily across the Southland. It is this story of hope, achievement, and dreams fulfilled that the RECORD tells.



FOR 1958 IN THE RECORD

NEW PLANT REPORTS

This popular feature will be expanded to include not only *every* new plant reported each month—but to major expansions of existing plants as well. In this way its usefulness will be virtually doubled!

EXPANSION NEWS

Editorial emphasis on expansion news of Southern industry will be increased. More complete, analytical coverage will keep readers up-to-date on the most important aspects of the dynamic industrial South!

SPECIAL FEATURES

Special features on important Southern cities and areas and surveys of the latest picture of growth industries will form important features. Special, informative articles by well-known authorities are now being prepared. A new feature will be surveys of important Southern companies who have helped build the South.

BLUE BOOK EDITION

The annual BLUE BOOK OF SOUTHERN PROGRESS will be bigger and more complete than ever! Increased listings and a new classified buyers guide will make it one of the most important market publications of 1958.

ANNIVERSARY EDITION

A special, comprehensive survey of the South's industrial progress in the last 30 years will be published in the Fall. This special issue, a book every businessman in the South will want to read, is part of the 75th Anniversary of MANUFACTURERS RECORD.

AN EXPERT SPEAKS:

Employees Must Be Trained To Have Cooperative Attitudes



Dr. Heaton, a native of Parkersburg, West Virginia, was ordained to the Baptist ministry in 1928 and is a resident of Charlotte. He is widely known as a public speaker, television personality and authority on industrial relations.

By DR. GEORGE D. HEATON

CHARLOTTE, N. C. Every supervisor has wished again and again that his people would be more cooperative with him in achieving goals of production, improvement of quality, reduction of costs, and safety. The problem is always: how can a supervisor get this kind of cooperation from his people?

It can be done if the supervisor understands the principles whereby a cooperative attitude is developed in a human being and is willing to put these principles into action. It is not enough for a man to have certain sentiments, but he must, at appropriate times, put his sentiments into action if they are going to be of any value in altering his behavior and the behavior of his people.

Human beings learn to be cooperative in the same way that human beings learn to love and learn to hate. The process whereby we learn these attitudes is not difficult for anyone to understand.

Imagine a baby one-day-old. This baby does not love anyone; he does not hate anyone. He has the capacity to become a loving person and he has the capacity to become a hostile person. It all depends upon what he learns to express in his behavior.

If the parents of this one-day-old child wish him to love them and to love other people, then there are certain things which they must do. If they do

these things, they are assured that the child will become a person of good will and affection for them and for his fellow man.

The stages of such development are gradual but clearly defined:

First, the child must see love in action. He must see and feel the behavior of loving parents toward him as well as see this behavior between the parents. Unless the child sees love in action, he cannot possibly learn what love is like. If, day after day, he experiences the active love of his parents toward him, then he is able to acquire the attitude which has been so obviously demonstrated to him.

Must Be Wanted

Secondly, he must feel that he is wanted by his parents. If, on the other hand, the child senses that his father regards him as a burden, or if he feels that his mother would much prefer to be able to do other things which she cannot do because of his presence in the home, then he feels unwanted and this is a strong influence in developing hostility. Whenever any human being feels unwanted, he becomes hostile. On the other hand, if he sees that his parents are interested in him, they are happy that he is in the home and they find satisfaction in his life, then he can learn to love.

Thirdly, when he makes his first effort to respond to this environment of love by his own actions of love, he must be encouraged. His efforts to act lovingly must be recognized and praised. Inevitably the child will begin to do loving deeds in response to the love which he has received. But if his actions of love are misunderstood, or if they are even irritating to the parents, or if they are ignored and he is given no encouragement or recognition, then he will not continue this loving behavior.

Fourth, he must come to feel that he is part of a group which sustains him and nourishes him. Within this group where love is expressed, he must feel that his needs are being met. He learns more of love as he recognizes that he is a participating person within the group which nourishes him and to which he makes his contribution of happiness by his expressions of love. He feels that he is both nourished and is also nourishing by a behavior of love.

Fifth, he must see the love of his parents extended in action toward other people; and he must, within his capacities, be given an opportunity to imitate such behavior by actions of love toward people who are outside the family.

Sixth, he will gradually acquire a role of a loving person and when he

moves into new groups in the school, the church and the neighborhood, he will think of himself as one who responds to other people in this role of loving behavior.

This is the way that human beings learn to love. The principles are so firmly established that if the opposite of these principles is practiced, then a hostile individual is produced. No parent can ignore or violate these principles and expect the consequences to be uninfluenced by their behavior.

Now let us look at the supervisor who wants his people to become cooperative.

He is in the role of a leader and if the individuals whom he supervises are to learn to be cooperative, they must, first of all, see cooperative actions by the supervisor toward them. In simple language, the supervisor must, from time to time, sincerely inquire of his people: "How can I help you?" He must, very sensitively, engage in unsolicited acts which show a cooperative spirit on his part toward his people.

In a hand-polishing job where eighteen girls are hand polishing blades for jet airplane motors, the supervisor tried this. This was his first supervisory assignment and he had not done too well at the job. His girls were antagonistic toward him and they resented his orders and assignments. Production was not improving and the company was disturbed over the daily results of this group. Then it was proposed to the supervisor that he was not generating cooperation by his people because he was violating the first principle by which people learn to be cooperative. It was suggested to him that he reverse his pattern and begin to ask the girls how he could help them, and to begin to do specific deeds that would show a sincere cooperative concern. At the time of writing this article, that supervisor has achieved phenomenal success and is now well liked by the girls who vigorously disliked him and production has reached the point where the girls are now ready to earn incentive pay.

Cooperation

Not only must the leader show cooperation in action, but he must also cause the people in the group to feel that they are wanted and needed by him. He must restrain feelings toward persons which indicate that they are a burden to him, and he must cause everyone in the group to really believe that he is sincerely glad to have them as a part of

his work force.

There is a supervisor in a textile plant who had transferred to his department a woman whom no one really wanted. He came to me the day the assignment was made and asked if I had any suggestions about how he should handle this difficult situation. I proposed to him that if he wanted this person to become cooperative, he must cause her to feel that he was really glad to have her, he needed her help, and he was confident that by her work his department would be strengthened. On the first day that she came, he made it a point to say these things to her; and, he also followed the other principles that we are suggesting. It is a matter of record in that weave room that this woman whose quality of work had been so poor and whose attitude had been so demoralizing in former situations is now the highest producer in that department. She came to feel that she was wanted and in the climate where one learns to become cooperative, she reversed her previous pattern of behavior and gave to her new leader superior effort and achievement.

Third Step

The third step is one which is so often ignored by the supervisor. When the worker sees the cooperative actions of his leader, and when the worker feels that he is wanted by that leader, he will begin to make certain gestures of cooperation. The supervisor can misunderstand these gestures and he can actually say to the worker: "You have a job of your own to do and I don't want to see you over on this other job trying to help anyone else." He can actually be irritated by the questions which the worker asks or by the suggestions which the worker makes, and can show his irritation. When he does so, he kills cooperation.

I know a production superintendent who did this very thing with one of his supervisors. This supervisor found that the quality of work coming to his department was so inferior that very costly operations were required in his department for him to correct the conditions which could have been corrected far more cheaply in the preceding department. When he took these samples to his production superintendent, there was no thought in his mind of alibi-ing for the work his group was doing; there was no thought in his mind of blaming someone else. He was simply trying to make a cooperative gesture in the interest of improving the quantity of pro-

duction and lowering the cost of production. What did his production superintendent say to him? "I don't want you bringing any more samples of bad work from other departments up here to my office! I expect you to take the work as it is sent to you and get the job done, and I don't want any more complaining from you!" That production superintendent lost a great deal in that conversation. He lost the cooperative effort of a fine man. This kind of thing happens again and again.

Give Credit

When the supervisor sees the cooperative actions of a worker, he should recognize it and give credit for it knowing that by this encouragement he produces more of this behavior. Gradually, the worker is able to see that he is part of a group which sustains him and which he helps to sustain.

Ray Buse had never supervised any job and he was assigned to supervise a group of workers making nozzles for jet airplane motors. In another plant of his company, these nozzles were produced at a cost of 71¢ per nozzle. The workers were skilled, experienced people and their supervisor was a man of long experience. Today, Ray Buse is producing in his plant these same nozzles for 23¢ per nozzle. He and his people have worked out new methods and they have learned how to cooperate with each other in such a successful way that all of them have a sense of job security which could not possibly be given to an individual in any other approach. They know that they sustain each other and by their cooperative attitude they are able to make nozzles at such a competitive price that their product will always be sought. What is more, the quality of their product is so high (97.6% of their daily production passes final inspection) that the company finds that it is cheaper to allow the 2.4% poor quality to be scrapped into waste than to re-work this small deviation from the highest quality! Ray Buse achieved this by creating an atmosphere where every worker felt that he was not only being sustained by the group, but he was sustaining the group through his cooperative efforts.

The worker, under such leadership, is gradually learning a cooperative pattern and then he sees this cooperation extended toward other departments and toward other shifts, so that he begins to feel cooperative toward those to whom

he sends his work and from whom he receives it, and he leaves his work for the succeeding shift in a good running condition because this is part of his behavior pattern.

In a certain industry where there was only antagonism between inspection and production, a miracle of co-operation was achieved by the head of inspection and the head of production moving toward this goal of teaching a cooperative attitude. They followed zealously the pattern which I am describing and today, in that particular plant, inspection and production are so healthily integrated that the old bottlenecks no longer exist and the product is shipped out of the door to meet the schedules which the company is required to meet by its customers.

So it is that a worker comes to think of himself as playing a role of a co-operative person. This greatly influences his behavior when there are job changes, when there are safety objectives, and when there are new assignments. He has come to see and think of himself as a cooperative individual and in this new feeling a supervisor has not only an invaluable worker, but he also has an invaluable group.

If you want your people to be co-operative, you cannot command them to behave in this way. You must, by your leadership, follow the principles whereby human beings learn these attitudes.

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Gaylord's Dallas Plant, Warehouse Will Employ 350

DALLAS. A new Gaylord warehouse and corrugated box plant is to be built here. The building will be steel and masonry construction of approximately 180,000 square feet, and at full production will employ 350 persons.

Lloyd Merwin, general manager for Converted Products of Gaylord Container Corporation Division of Crown Zellerbach Corporation and vice president of the parent company, said that the decision to expand facilities in Dallas resulted from the increase of business in the area and the fact that the present plant lies in the path of the city's plans to enlarge Love Field.

In line with Crown Zellerbach's policy of providing adequate space for future expansion, 50 acres of ground have been purchased, located on the Santa Fe main line to Chicago. The new plant will occupy 12½ acres of the site.

The management of the plant will remain unchanged. Wynne Williams will be manager, Lloyd Merwin, Jr., sales manager, and John Meinhardt, superintendent.

In addition to its Dallas plant, Gaylord has corrugated box manufacturing facilities in Houston, San Antonio and Weslaco, Texas, and in ten other locations from Jersey City to Antioch, Calif.

Wyatt's Plastics Expands Production

WALLIS, TEXAS. Wyatt's Plastics, Inc., has added a second plant to its manufacturing facilities here. The company has been in operation at Wallis for the past two years.

Major units which went into operation here recently include a large rubber mixing mill, a calender for producing rubber sheeting and a tuber for extruding rubber stock. The plant has the usual complement of smaller machines, and additional equipment will be added as required.

Wyatt's Plastics is a wholly-owned subsidiary of Wyatt Metal & Boiler Works, Houston.

COAL MINING BECOMES A PUSHBUTTON INDUSTRY

The production of "black diamonds," long a major industry in the South, stands to be increased steadily as new markets are developed in the future. The story of coal's potential in the region is told in this exclusive story by a leader in the field . . .

By TOM PICKETT

WASHINGTON. When Mark Twain was asked by a reporter his first impression of Niagara Falls, he stood silent for a moment or two, rapturously gazing at America's No. 1 display of natural force. Then he solemnly turned and replied: "I pronounce it an outstanding success."

I won't attempt to match this witticism by Mark Twain. Yet the industrial progress of the bituminous coal industry and the Southern states in the last three decades affects me about the same way. The future promises much more progress in the region.

Few people are aware that the coal industry in the states of West Virginia, Virginia, Kentucky, Alabama, Arkansas and Tennessee, produces almost 60

per cent of the bituminous coal mined in the United States.

By the same token, there seems to be little realization by many Americans of the wealth and industrial importance of the remaining states in the area—Georgia, Florida, Mississippi, Louisiana, North and South Carolina, which taken with the other six states, comprise an agricultural and industrial empire twice as big as Texas, and as big as Alaska.

If the city of Washington, D. C., is included, the area is the nation's most populous region, containing close to 37 million people who are by no means crowded on the 350 million acres on which they live and work. More than half of this area is forest land and

wilderness, rich beyond belief in mineral and timber resources and containing much wild game and many fish.

More than 200 years ago, the American bituminous coal industry was born in the South. Bituminous coal was mined in 1730 near Richmond, Virginia. Since then, coal production, except for normal periodic adjustments, has been rising in the Southern states, until in 1956, more than 279 million tons were produced. Out of the 20 largest coal mines in the U. S., 11 of them are in Southern states.

A third of the coal reserves of the Nation, some 328 billion tons of bituminous coal lies in eight Southern states. The bituminous coal reserves of Kentucky, an estimated 119 billion tons, are the biggest in the region. Of the Southeastern states, the bituminous coal reserves of West Virginia are next largest, being about 106 billion tons.

Mechanization

In the South, no less than in other sections of the country, the bituminous coal industry has been mechanized, until arduous manual labor with pick and shovel long associated in the public mind with coal mining has been all but eliminated. Coal mining has become almost a push-button industry. About 90 per cent of all coal mined in the United States is machine cut and mechanically loaded.

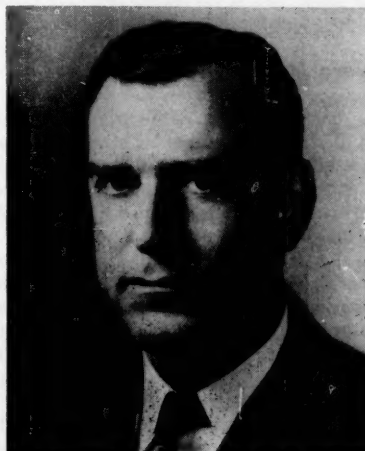
The coal production rate in the United States is the highest in the world, about 11 tons per man per day in underground mines. Some exception-

Tom Pickett, 51-year-old former Congressman from Texas, became executive vice president of the National Coal Association July 1, 1952, resigning from Congress to accept the appointment.

A lawyer, Pickett was admitted to the bar in Texas and in 1945 was admitted to practice before the Supreme Court of the United States. Prior to his election as a member of the House from the 7th Texas Congressional District, he had served four years as county attorney of Anderson County and 10 years as district attorney for the 3rd judicial district of Texas. He was serving as district attorney when elected to Congress in 1944.

Born in Travis, Texas, in 1906, and educated at the University of Texas, Pickett is married to the former Alice Louise Watson. They have two daughters.

Since becoming the executive head of the National Coal Association, Pickett has exercised an active leadership in all of the fields important to coal and he has been a frequent public speaker on the problems of the coal industry.





This is the "River Queen" of Peabody Coal Company, which went into operation at the company's River Queen Mine near Central City, Kentucky, early this year. One of the largest shovels used in the surface mining of coal, it strips overburden in 70-ton bites. Weighing 2,400 tons and being 13 stories high, the shovel required more than 70 railroad cars to transport it to the mine for assembly.

ally efficient strip mining operations can boast of a 40-ton output per man per day.

American coal companies pay miners the highest industrial wages in the world, and mine prices have remained at about the levels of 10 years ago.

At the same time, continuity of production in recent years in the coal industry has contributed to its stability, and has gained for coal a reputation with the other industries it serves of reliability of supply and dependability of delivery.

Modern Mining

In the Appalachian Mountains from West Virginia to Alabama, giant machines have taken over from the picks and shovels of yesteryear. Today machines saw, chew and remove the coal from the mine face at a fabulous rate. Deep in an underground world, they tear coal from the earth and throw it in continuous torrents onto conveyor belts or into mine cars which speed it to railroad cars via cleaning plants and tipples.

Some of the conveyor belts several miles long, take the place of many mine cars. Since safety is a primary consideration in all coal mining, there are

crews to set up roof supports, and many modern mines have mobile electric timbering machine hoists, that, at the press of a button, place heavy ceiling beams into position. The newest type of roof support are steel roof bolts, which do away with the necessity of supporting timbers.

There are huge electric cutting machines, mobile coal saws, with steel "blades" several yards long, which make horizontal and vertical cuts on the mine face. Around the blade's edge is an endless chain with projecting bits which chew out deep channels in the coal seam. Then there's the mobile electric drill, often suspended from a boom like a dentist's drill, but on a much larger scale, of course. Mounted on an electric mine locomotive, the drill cuts holes into which explosives may be placed at any height in the coal seam.

After the face has been undercut, and explosive shots have been placed in the drilled face, they are set off. A loading machine attacks the pile of newly broken-down coal like some ravenously hungry animal. A modern loader looks like an enormous alligator.

Its "eyes" are huge headlamps; its "teeth" revolve toward the center of its "mouth," and in an extraordinarily short time, its two big jaws, moving

alternately, scoop the broken coal back over the "head" of the machine to a conveyor, and thence to waiting mine cars.

This machine works so fast that it can load up to six tons of coal a minute.

The most modern underground machine is the continuous miner which replaces the operations of cutting, drilling, blasting, and loading. Otherwise these operations must be performed by separate machines. These marvelous mechanical moles with avid chewing teeth, that lumber about on caterpillar treads, can dig and load as much as four tons of coal a minute.

Surface mining, variously called strip or open-pit, mining, also has progressed in recent years, so that today this method accounts for about one-quarter of total production. Where the coal bed lies close to the surface, strip mining is usually the most economical method of recovery.

Two Basic Steps

Two basic steps are involved — removal of the dirt and rock overburden and loading of the exposed coal into trucks. Drag lines, power shovels and mining wheels are used to remove the overburden, which in some cases may require preliminary drilling and blasting. The newest shovel to remove overburden can dig to a depth of 120 feet. This particular "big" in mining machines, with a two-hundred-foot boom, and containing a five-level elevator, can pick up as much as 90 tons in one bite, unload on the spoilage bank, and turn about for another bite, all in less than one minute.

Scrapers or mechanical sweepers clean the surface of the coal thus exposed, and big auxiliary shovels then take over to remove the coal. As part of this operation, special trucks have been built, able to carry a payload of 60-80 tons. One mining wheel, 22 feet in diameter with revolving buckets, can remove 1,400 long tons of overburden in an hour. The wheel is mounted at the end of a long boom, which in turn is operated from a cab mounted on a tractor similar to those of the big shovels.

Another mining method, auger mining, has been developed to remove coal from places which would otherwise be inaccessible. Such mines, in hilly areas, often encounter sections where much of the coal lies under sheaths of earth and rock too thick for economical

recovery by ordinary stripping methods. In such cases, where the final stripping cut is made, the side of the coal seam is exposed. This exposed surface is attacked with augers ranging in size from 44 to 52 inches in diameter, which bore horizontally into the seam. Augers, mounted on movable frames, can bore as far as 200 feet into a seam, the extracted coal flowing onto a conveyor for truck-loading.

There is, of course, a close relationship between the health of the coal industry and the health of other industries to which it sells its product for heat and light and power. As the south prospers, new industries grow, and other industries migrate from other sections of the country, a distinct regional increase in coal consumption will be registered.

In the case of migrating companies and industries, there sometimes is a net national increase in coal consumption because these newly located industries burn coal for the first time. An example of this can be found in the movement of textile plants from other states to Southern states, because coal, generally, was not the fuel previously used by many of these companies. Since relocating, many textile firms have chosen coal as the most economical fuel.

Public utilities which furnish power for new factories, homes and farms and for the increased electricity demands of old customers, are in turn the biggest customers of the coal industry. In 1956, utilities consumed 155 million tons of coal, roughly 30 per cent of production that year which was 500 million tons.

Within five years, Southern Utilities will create a new bituminous coal market that may consume as much as 30 million tons annually if all new construction specifies coal units. They will do this by completion of a huge new expansion program that will boost the installed kilowatt capacity of the steam electric utility industry from 25 million to about 35 million kilowatts, an increase of 40 per cent, the greatest part of which is expected to be coal fired.

The expansion program involves the construction of some 69 new power units in 46 cities throughout the region, and will cost between \$1.5 billion and \$2 billion.

These facts were derived from a National Coal Association study of figures furnished by utilities to the Federal Power Commission. The study reveals that utilities, in the 1957-60 period, in

11 Southern states (Arkansas excluded) have programmed or already have started construction of 10,361,650 kilowatts of new steam electric generating capacity, all of which will be completed by 1962.

Expansion of the electric utility industry in the South is emphasized by the fact that the Tennessee Valley Authority alone last year purchased 20 million tons of coal, using 18 million and stockpiling the other two. Even some hydro-electric plants have found it more economical to purchase coal to produce electricity than to make it by the water power method. Canada's Ontario-Hydro also finds itself in the midst of a big steam electric expansion that will consume four to five million tons of coal annually.

Electric utility plants in Alabama alone used nearly seven million tons of coal as fuel in 1956, including five million tons consumed under the boilers of three plants of the TVA, according to

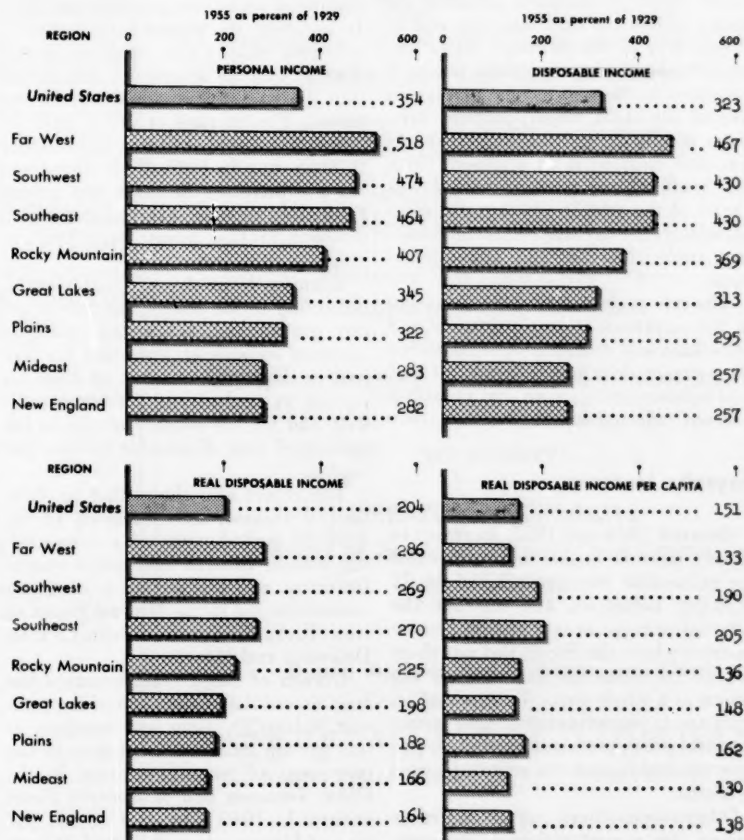
Federal Power Commission figures analyzed by NCA. Coal was used in production of 90 per cent of all power generated in Alabama last year, a rise from 87 per cent level of 1955.

Aluminum producers, traditionally the customers of hydro-electric plants, are expanding their output and building steam electric plants. Not only is the aluminum industry finding that there are no more good hydro sites remaining in the South, but it also is finding that coal is more economical anyway.

Illustrating this trend the aluminum industry contemplates doubling its present capacity of 1.7 million tons by 1970. Bituminous coal will provide the bulk of the fuel required in this expansion. Four aluminum companies with expansion plans involving an additional half a million tons of capacity expect to locate in the Ohio Valley region, including West Virginia.

In the next dozen years, the Federal

Regional Market Growth



U. S. DEPARTMENT OF COMMERCE, OFFICE OF BUSINESS ECONOMICS

56-58-10

Government will be spending more than \$8 billion for about 10,000 miles of new and improved interstate highways in Southeast states. When the highway program gets into full swing about mid-1958, a new yearly market for about 2 million tons of coal will be created as additional amounts of steel and cement are required.

Southern interstate highways will take an additional one million ingot tons of steel annually, and about 28 million extra barrels of cement. It takes about one ton of coal to produce a ton of steel, and about one ton of coal to produce about 18 barrels of cement. Figuring that coal's share of cement to be used in the Southeastern highway system will be the same as the nationwide average of 54 per cent, then 15 million tons of the additional cement to be used will be produced by coal-fired boilers. To manufacture this additional cement an estimated 840,000 tons of bituminous coal will be used.

The Office of Business Economics of the Commerce Department, in its recently released study of personal incomes points out that since the end of World War II, the Southern states registered payroll advances which exceeded increases in the nationwide average in five of the eight major industry divisions within the private non-farm sector, and equaled it in another. Thus, the South in the postwar period was ahead of the rest of the country, comparatively, in construction, manufacturing, trade, finance, and communications.

The report states that there was a lag in the advances in transportation and petroleum and coal, but the Commerce Department does not separate oil and coal industry statistics, so coal's position was not reflected separately.

Payrolls Increase

Between 1948 and 1955, increases in factory payrolls in the South surpassed the nationwide average in 17 of the 21 principal industries, and matched the national average in two others. The industries where the South did not show payroll increases greater than in the nation as a whole were: Transportation equipment, except automobiles; stone, clay and glass; petroleum and coal, (no separate coal figures are reported), and in lumber.

Otherwise southern payroll increases during the period reflected increases above the national average in the fol-

lowing industries: Food and kindred products; tobacco; textile mill products; apparel and other finished fabrics; furniture and fixtures; chemicals and allied products, rubber products, leather and leather products; primary metal industries, fabricated metal products including ordnance machinery, except electrical, electrical machinery, automobiles and automobile equipment, instruments and miscellaneous manufacturing.

The personal income study, (see accompanying charts), shows that the long time trends in increases in personal, disposable, real disposable, and real disposable income per capita (1955 as a per cent of 1929) are most satisfactory as far as the South is concerned.

Tax Payments

Nationally, direct personal taxes and related payments to the Federal, State, and local governments absorbed 12 per cent of personal income in 1955, as compared with three per cent for 1929. In addition, the report says monetary inflation, chiefly the result of World War II and its aftermath, cut deeply into the rise of individual purchasing power. The average of prices paid by consumers was about three-fifths higher in 1955 than in 1929. With allowances for the increases in taxes and prices, disposable income was found to have doubled in real terms from 1929 to 1955.

Turning from the national picture, according to the charts, the Southeastern growth indices ranked third in *personal income*, at 464; tied for second in *disposable income*, at 430; hit second in *real disposable income*, at 270, and led the country at 205 in the growth of *real disposable income per capita*.

The report also shows that in sheer payroll volume, the Southeast in the 1929-'55 period assumed a commanding lead in tobacco and textile manufacturing, and was second in chemical manufacturing to the Mideast States of New York, New Jersey, Pennsylvania, Delaware and Maryland.

Growth of barge transportation has been one of the phenomena of the postwar industrial boom and nowhere is this growth more apparent than in the movement of bituminous coal in the Ohio, Tennessee and Mississippi River valleys. In 1946 a total of 35,047,287 tons of bituminous coal moved at least partially by water from mine to market;

by 1956, this total had been increased by an estimated 116 per cent. Today, more than 75 million tons of coal are moving by barge on inland waterways of the United States. Towboats and barges are growing constantly in size to accommodate the rapidly rising demands for water transportation of coal.

The reason for this swing to water transportation is not hard to find. Rail transportation rates on coal have risen steadily in the past 10 years until now the rail freight rate on a ton of coal averages 41 per cent of the delivered price. Indeed, U. S. authorized freight rates on coal have advanced 70 per cent since 1946. Cost-conscious customers of the coal industry—especially electric utilities—began to look for ways to lower their fuel costs; the answer in many cases was cheap, fast, and easy water transportation.

To take advantage of barge transportation, many operating electric companies have built new plants on the rivers of America, especially along the Ohio, Mississippi and the Tennessee.

One of America's leading coal-producing companies has been transporting coal by barge for more than 50 years. This company recently put into operation four of the nation's newest and most modern towing vessels. The biggest two of the new ships are each capable of handling as a unit 20 barges of 900 ton capacity, or 15 jumbo barges of 1,500 ton capacity. The two smaller vessels are built to handle 15 barges of 900 ton capacity.

Powerful Tugboat

The most powerful tugboat ever to operate on inland U. S. water is a 177x42 ship recently built at a cost of \$1.5 million. It is capable of propelling a 30 barge, 30,000 ton load.

Most Americans, if they think at all of river commerce today, write it off as something that vanished in grandfathers' days along with buggy whips and mustache cups. But a comparison of statistics proves that river commerce, so far as coal is concerned, is increasing very rapidly.

All of this activity taken together adds up to the promise of future parallel growth of the coal industry and the South. It undoubtedly means that the future holds a higher and higher standard of living for all Americans fortunate enough to live in the climatically pleasant and industrially progressive Southern states.

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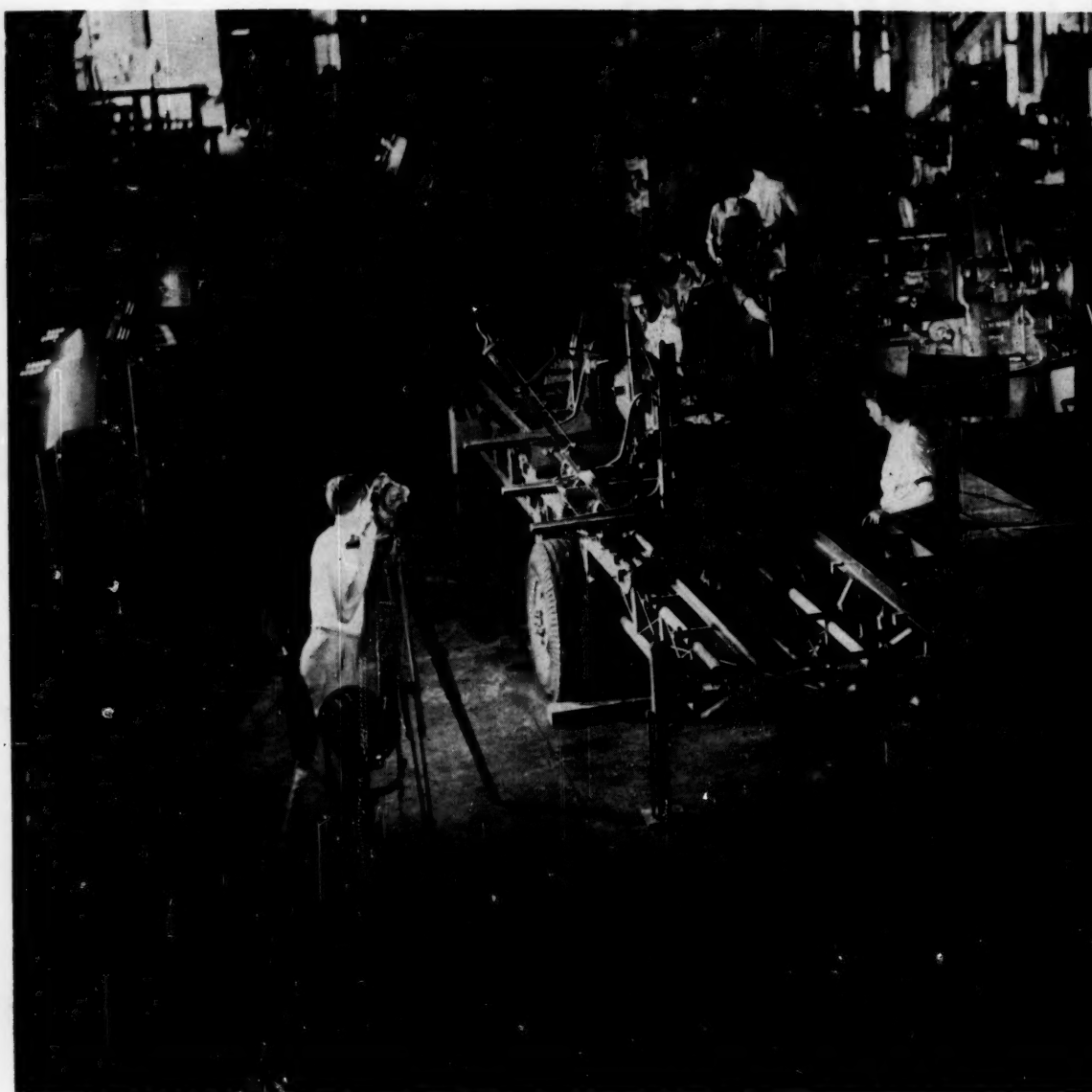
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ISF field crew on location at the Corinth Machine Company, Corinth, Mississippi. Shown is the factory pretesting of a portable sawmill, one of the company's sawmill machinery products. The film in progress was "Mississippi Magic." ISF representative will be happy to show you this film, as well as some of the many other fine industrial films completed in recent months for a wide variety of business clients.

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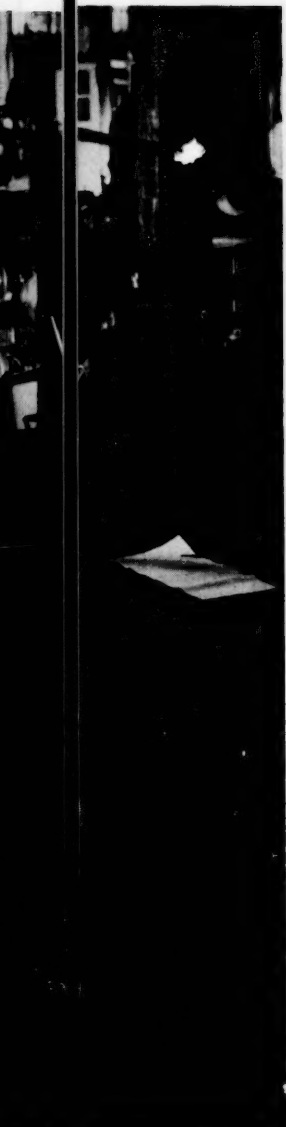
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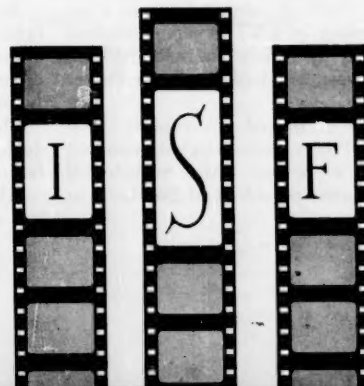
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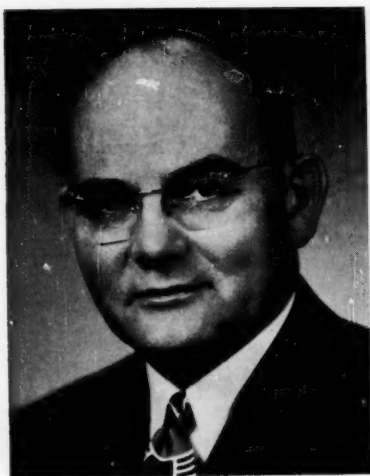
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Georgia native C. B. McManus moves up with The Southern Company.

C. B. McMANUS GIVEN HIGH POST BY SOUTHERN CO.

ATLANTA. Clifford B. McManus, a native of Smithville, Georgia, has been elected chairman of the board of The Southern Company. He succeeded Eugene A. Yates who died October 5.

McManus has been vice chairman of the board since January 1, and before that he had been president of Southern and also president of the Georgia Power Company.

L. T. Smith, Jr., president of Gulf Power Company, Pensacola, was elected a director of The Southern Company to fill the existing vacancy on the board. Gulf Power is one of Southern's operating subsidiaries, and Smith is also a member of the parent company's executive committee.

Harlee Branch, Jr., president of Southern, said the election of McManus and Smith took place at a special meeting of the board in Atlanta.

McManus, a graduate of Alabama Polytechnic Institute, has served his entire career with electric utilities in this region. Prior to joining Georgia Power Company in 1927 as superintendent of district operations, he had held executive positions with Alabama Power Company.

McManus moved up rapidly with Georgia Power, being elected president in 1947, a position which he held till being elected president of Southern in 1950.

STATISTICAL STUDY SHOWS

Dixie's Business Failure Rate Well Below National Average

The failure rate of businesses was somewhat higher in the South and over the nation as a whole during 1956, as compared to 1955, but the rate in the South remained well below the national average.

This was revealed in an analysis of a comprehensive failure study just released by Dun & Bradstreet, Inc.

The statistical firm's figures showed that in the national picture the failure rate per 10,000 listed companies last year totaled 48. In 1955 the total was 42 for every 10,000 listed firms.

In contrast to this, in the South Atlantic group of states the 1956 failure rate was 37 per 10,000 companies, while the 1955 total was 29.2.

The East South Central states had a failure rate of 26 firms per 10,000 last year and 21.2 the year before.

The best record in the South was achieved by the West South Central group of states. The average failure rate in that area was 23.7 per 10,000 in 1956 and only 15.9 in 1955.

As similar Dun & Bradstreet studies have shown in the past, the first five years in any business are the hardest. This is revealed in the fact that in 1956 some 58.6 per cent of the businesses which failed had been operating five years or less.

Another 23.1 per cent of the failing enterprises had been in business from six to 10 years, and only 18.3 per cent of the failures had been operating more than 10 years.

The most vulnerable type of manufacturing concern last year was furniture, the failure rate for that industry being 232 per 10,000, the Dun & Bradstreet study showed.

The lowest failure rate was chalked up by stone, clay and glass manufacturing which had only 30 per 10,000.

In retail operations, sellers of infants' and children's wear were more often victims of failure than in any other kind of store, the rate for them being 211 per 10,000.

Most stable were farm equipment dealers among which there only 20 failures per 10,000 companies.

Altogether, 12,686 businesses failed last year in the United States, the Dun

& Bradstreet report said.

Underlying causes for these failures were listed, broadly, as (1) neglect, (2) fraud, (3) lack of experience in the line, (4) lack of managerial experience, (5) unbalanced experience, (6) incompetence, (7) disaster and (8) unknown.

The figures showed that by far the greatest single cause of failures—42.7 per cent—was incompetence.

NEWSMAKERS

Cecil L. Adams—Appointed Southeastern traffic manager of Seatrail Lines in Savannah.

Jim W. Anderson—New president of DeKalb County (Ga.) Chamber of Commerce.

John P. Baum—Elected president of the Textile Education Foundation, Inc. Baum is vice president of J. P. Stevens & Co., Mill-edgeville, Ga.

James R. Beach—Appointed purchasing agent of the Central of Georgia Railway at Savannah.

Dallas Cantwell—Named general sales manager of Southern Nitrogen Co., Inc. of Savannah.

G. S. DeVine—Elected vice president of Chesapeake & Ohio Railway.

S. E. Florsheim—Assumed ownership and management of The Florsheim Co. of Shreveport.

N. P. Hayes—Re-elected president of the American Institute of Steel Construction. Hayes is president of Carolina Steel and Iron Co. of Greensboro.

R. L. Howard—Appointed general industrial agent of the Norfolk Southern Railroad at Raleigh.

William H. Kendall—Elected a Director of the Board of the Louisville and Nashville Railroad Co.

John W. Lastinger—Elected vice president in charge of public relations and advertising of the Georgia Power Co., Atlanta.

D. E. Lottes—New assistant vice president, sales and service, of the Missouri-Kansas-Texas Railroad.

F. R. MacCauley—Appointed controller of Southern Nitrogen Co., Savannah.

Joseph A. Neubauer—Elected president of Columbia Southern Chemical Corp.

Pat F. O'Brien—Elected a director of the Citizens & Southern National Bank, Atlanta. O'Brien is president of the Gordon Foods Division of Sunshine Biscuits, Inc.

Constantine Robinson, Jr.—Appointed manager of sales of the Richmond warehouse operation of Southern States Iron Roofing Co.



Southwide bulletin board

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- Professional Services
- Executive Aircraft
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WITH

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For complete information contact Box MR 12-450

INQUIRIES SOLICITED from limited number firms who, because of size and growth, now require services of traffic manager and traffic department, but who do not want to staff and maintain department. **TRANSPORTATION MANAGEMENT SERVICE** can provide you with traffic services you need at fraction of cost of setting up and maintaining your own traffic department. Let us show you how effective traffic management can help you control your transportation costs. Write to: J. R. Sprung, Partner, **TRANSPORTATION MANAGEMENT SERVICE**, P. O. Box 6242, Asheville, North Carolina.

\$750,000

Immediately available for construction of plant to house industry primarily employing men. Principal and interest amortized over 20-year period thru rentals. Excellent labor conditions, climate, facilities, 1½ hour drive from Memphis, Tenn., TVA power also technical training assistance available. Sound financial organization required. For particulars write **UNION COUNTY DEVELOPMENT ASSOCIATION**, NEW ALBANY, MISSISSIPPI.

FLORIDA LAND WANTED

Firm with nationwide experience in real estate development and promotion is interested in teaming up with owner of large South Florida tract. Desire promising area large enough for long-range project involving development of residential and commercial sections. Contact MR Box 12-206.

BUSINESS OPPORTUNITIES

CONCRETE PIPE MFG. CO. N.E. ALABAMA Sale incl. 6 acres land, mfg. plant office bldg. compl. furn. & eqpd. Gross Sales \$435,042—net \$120,928. Gd. Accts. with constr. contractors & Govt. departments. Ref. B-9550.

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MANUFACTURING CO. S. CENT. LA. Well estab. bus. Main clients, bldg. contr. Unlimited equipt. all gd. cond. Ask \$60,000.00. Write B-9655.

MANUFACTURING CO., WOOD-MILLWORK, CENT. FLA. Well estab. bus. w/fine reput. Clients largely contractors. Gr. oppty. Ask \$111,100.00. Write B-9682.

MANUFACTURING CO., PLYWOOD ETC., & RESIDENCE, CENT., N.C. Well estab. bus. w/fine reput. House on prty. Gd. locat. Moderate overhd. Ask \$44,000.00. Write B-9721.

RELIGIOUS CERAMICS MFG.-WHOLESALE RELIGIOUS GIFTS Calif. Gross \$200,000. Net 37%. No compet. 2600 whol acct. Non-profit charter St. of Calif. No. St. tax. No alum. bldg., all eqpt. Write B-24610.

MANUFACTURING & SALES CO., S. CALIF. Mfg. novel item, w/pats. & dies. Eqpt. Xint. cond. Ask \$6,000.00. Write B-24625.

ELECTRONICS MANUFACTURING — SW Conn. 11 pat. pend. electronic components—no compet. 85 stock pcs used by lead. radio, TV mfg-A/SF, elim. eng. prod. costs. Estab. client. Plant loc. indus. city. Full eqpt. RE opt. est. \$2,000,000 2 yrs. Ask \$150,000 & %, B-42845.

MFG. HVY FARM EQPT.—Cent. Iowa (also parts) Est. 1895 w/33,000 ret. dealer acct! Over 4 acres w/120,000 sq. ft. under roof. Direct R.R. spur! \$22,000 income from sub-lease. Write! Ref. 62240.

MANUFACTURING CO. — CONVEYORS, SE MICH. Well estab. w/lge client. Includes Prpty. eqpt. & Rnt. gd. cond. Ask \$35,000.000. Write B-62438.

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Representation for Southeast and Southwest for MANUFACTURERS RECORD and INDUSTRIAL DEVELOPMENT. Houston or Dallas office desired to sell advertising space for these two publications in the fastest-growing market area in the country. High potential for aggressive salesmen — must know the advertising field. Send resume giving full particulars to:

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North Atlanta 19, Georgia

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IMPORTANT

When replying to classified advertisements with no address given, write MR Box, Conway Publications, North Atlanta 19, Georgia.

NATIONALLY KNOWN SOUTHERN ENGINEERING FIRM, Has opening potential for Chief Engineer. Graduate Engineer, age 45-55, experienced in engineering organization and administration, with thorough knowledge and experience in industrial, commercial and institutional design and construction work. Give detailed historical and professional records, availability and salary requirements. All inquiries **CONFIDENTIAL**. Write Box MR 12-401.

WANTED: SALES MANAGER

to manage the nation-wide sale of our engineering construction services. Must be between the age of 30 to 45, well educated in this field. Must have at least 5 years experience. Will have full responsibility of sales promotion and advertising. We are a small but growing company with a future for you if you qualify. Southeastern Location. Contact Box MR 12-604 giving your qualifications.

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Has served as Gen. Mgr. of nationally known mfr. of machine tools and 5 years Gen. Mgr. of large producer of industrial valves. For more than 8 years was in charge of mfg. for 1,000-man mfr. of precision boring machines, grinders, etc. Mech. Engr. Salary \$25,000 up. AGENCY Contact Box 50-138.

SALES EXECUTIVE: Responsible sales executive with production background available for Southeastern area. Experienced metal fabrication. Just drop your card in an envelope for resume then reply if interested further. MR Box 12-430.

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Director of purchases and inventory control specialist — experienced, capable. Also, sales and quotation experience. Industrial and federal govt. 16 years present connection. Desires to change for better opportunity. Salary open. In forties, married with family. Willing to relocate. Contact MR Box 12-454.

JUNIOR EXECUTIVE

with experience in sales and employee relations desires position in well established manufacturing firm. Have travelled extensively, age 35, single. For further information contact MR Box 12-605.

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WORLD'S LARGEST
INVENTORY

ELECTRIC EQUIPMENT CO.
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Good used steel elevated water tanks
—Sell us your elevated tank if no
longer needed. We buy—move—sell
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MR Box 12-107.

FOR SALE

Two (2) High Fire Box Steel Heating Boilers ASME constructed, each rated at 21,250 square feet steam radiation, equipped with all required standard steam trimmings and ram type hydraulic underfeed stokers. Condition excellent. For sale due to owner's leaving Norfolk. Contact: Gary Steel Products Corporation, Lynchburg, Virginia, Telephone 3-2751.

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Large industrial building, 50 miles from Atlanta, Georgia. 50,000 sq. ft. Just what you need if you have a heavy manufacturing line. Contact Box MR 12-603 for full details.

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Air Compressor Rental Co.	46	Lockwood Greene Engineers, Inc. . .	47
Direct			
American Creosote Works, Inc.	39	—M—	
Direct		Metalplate Co.	2
American Telephone & Telegraph Co. .	4	Direct	
Agency—N. W. Ayer & Son, Inc.		—N—	
Atlantic Steel Co.	1	Nashville Bridge Co.	20
Agency—Lowe & Stevens		Direct	
—B—		—P—	
William M. Bailey Co.	9	Palmer & Baker Engineering Co. . .	47
Agency—Downing Industrial Adv., Inc.		Direct	
Birmingham Tank Co.	16	Parsons, Brinckerhoff, Hall & Macdonald	47
Agency—Robert Luckie & Co.		Direct	
—C—		J. R. Prevette & Associates	47
Connors Steel Div., H. K. Porter Co. .	22	Direct	
Agency—Robert Luckie & Co.		—R—	
W. H. Curtin Co.	15	Reynolds Associates	47
Agency—Ullrich & Brown		Direct	
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DeLeuw, Cather & Co.	47	Agency—Liller, Neal & Battle	
Direct		Rust Engineering Co.	47
Diamond Mfg. Co.	2	Direct	
Agency—Frederick B. Garrahan		—S—	
—E—		Sand Springs Home Industrial Dept. .	3
Electric Equipment Co.	46	Agency—Gibbons Adv. Agency, Inc.	
Agency—Storm Advertising, Inc.		Southern Airways	18
—F—		Agency—Dall, Harris, Hargrett & Weinstein, Inc.	
Ford, Bacon & Davis	47	Southern Lightweight Aggregate Corp.	19
Agency—Victor A. Smith, Advertising		Agency—Cabell Eanes, Inc.	
Froehling & Robertson, Inc.	47	—V—	
Direct		Hyman Viener & Sons	3
—G—		Agency—Lang & Farber, Inc.	
Garland Coal Co. Fourth Cover		Virginia Engineering Co.	47
Agency—Charles Tombras & Associates		Direct	
General Adhesives Co.	17	—W—	
Direct		West Engineering Co.	21
General Coal Co.	39	Agency—Advertising Associates, Inc.	
Agency—Aitken-Kynett Co.		Wisconsin Motor Co.	17
Gustave M. Goldsmith	47	Agency—Paulson-Gerlach & Associates	
Direct			
—H—			
Frederic R. Harris	47		
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**Colonel
M. R.
Says**

PROSPERITY

Stopping his high-finned Imperial in front of a plush Miami Beach hotel, the tourist handed a \$10 bill to the attending bellhop and said, "Please take good care of my car, son."

"Sure will, sir," the youth replied. "I know how you feel, as your car is just like mine, except mine is a convertible."

SHRINKAGE

Two men from Atlanta, the home of Coca-Cola, had been marooned on an isolated island in the middle of the Pacific for nearly three years. One day while leaning against a palm tree on the beach, and gazing hopefully into the horizon, one of them saw a bottle bobbing in the surf. As it washed ashore he ran out to pick it up. It turned out to be one of the recently-introduced king-size Coke bottles. He looked at it with amazement and then fright. "Jack," he yelled, "we've shrunk!"

BOIL IT

An Army detachment on maneuvers had set up camp in a swampy area far away from any signs of civilization. The commanding officer, being one to check on everything, asked the sergeant in charge about the water supply and what was being done to prevent any possible contamination.

"First, sir, we boil the water," the non-com said.

"Good," observed the officer.

"Then," the sergeant continued, "we filter it."

"Excellent," the CO approved further.

"And then," the sergeant went on, "just to play it safe we drink beer."

DEFINITIONS

The Colonel, on his last visit to Washington, picked up a few more profound definitions from the national capital's dictionary for business men.

To wit:

A program—Any assignment that can't be completed in one telephone call.

To expedite—Confounding confusion with commotion.

Channels—The trails left by inter-office memos.

Coordinator—The guy who has a desk between two expeditors.

Reliable sources—The guy you just met.

Informed source—The guy who told the guy you just met.

Unimpeachable source — The guy who started the rumor originally.

Under consideration—Never heard of it.

Under active consideration—We're looking in the files for it.

★ THE SOUTH'S HONOR ROLL ★

HERE ARE THE FAR-SIGHTED FIRMS AND INSTITUTIONS WHICH HAVE JOINED FORCES TO SUPPORT THE SASI PROGRAM FOR THE BENEFIT OF ALL THE CITIZENS OF THE REGION

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CITIZENS & SOUTHERN NATIONAL BANK, Columbia
THE COCA-COLA COMPANY, Atlanta
 Columbia-Southern Chemical Corp., Lake Charles, La.
 Commercial National Bank, Daytona Beach
 Committee of 100, Augusta, Ga.
 Continental Productions Corp., Chattanooga

* Italic face type indicates sustaining members.

Corning Glass Works, Harrodsburg, Ky.
 W. H. Curtin Co., New Orleans
 Dade County Dev. Dept., Miami
 Davison Chemical Corp., Baltimore
 DeBardeleben Coal Corp., Birmingham
DELTA AIR LINES, INC., Atlanta
 Dow Chemical Company, Atlanta
 Dow Chemical Co., Texas Div., Freeport
E. I. DUPONT DE NEMOURS & CO., INC., Wilmington
 Elmco Corp., Birmingham, Ala.
 Employers Insurance Co. of Alabama, Birmingham
 Ernst & Ernst, Atlanta
ETHYL CORPORATION, Baton Rouge
 Evening Post Publishing Co., Charleston
 Experiment, Inc., Richmond
 Fernwood Industries, Fernwood, Miss.
 First Research Corp. of Florida, Miami
FIRST NATIONAL BANK, Atlanta
FIRST NAT'L BANK OF BIRMINGHAM
FIRST NATIONAL BANK OF BLUE-FIELD, Bluefield, W. Va.
FIRST NATIONAL BANK, Leesburg, Fla.
 Fisher Scientific Co., Silver Spring, Md.
FLORIDA POWER CORPORATION, St. Petersburg
 Florida Power and Light Company, Miami
 Florida Realty Letter, Miami
 Fla. State Chamber of Commerce, Jacksonville
 The Florida Times-Union, Jacksonville
 Floridin Co., Tallahassee, Fla.
 L. B. Foster Co., Atlanta
 Fulbright Laboratories, Inc., Charlotte
FULTON NATIONAL BANK OF ATLANTA
 General Motors Corp., Doraville, Ga.
 General Adhesives Co., Nashville, Tenn.
GEORGIA POWER COMPANY, Atlanta
 Gulf. Mobile & Ohio R. R. Co., Mobile
 Gulf Oil Co., Atlanta
GULF POWER COMPANY, Pensacola
HARSHAW CHEMICAL CO., Cleveland
 Hercules Powder Co., Inc., Wilmington
 Hudson's Dept. Store, Anniston
HYMAN VIENER & SONS, Richmond
 Ideal Fishing Float Co., Inc., Richmond
 Ingalls Shipbuilding Corp., Pascagoula, Miss.
JEFFERSON ISLAND SALT CO., Louisville, Ky.
KERR-McGEE OIL INDUSTRIES, INC., Oklahoma City
 Kewaunee Mfg. Co., Adrian, Mich.
KIMBLE GLASS CO. SUBSIDIARY OF OWENS-ILLINOIS GLASS CO., Toledo
 Kinston Free Press Co., Inc., Kinston, N. C.
 Koppers Co., Port Arthur, Texas
 Labline, Inc., Chicago
LAUREL OIL AND FERTILIZER CO., Laurel, Miss.
 Law & Co., Atlanta
 Lawyers Title Insurance Co., Richmond
LEWIS TERMINALS, Riviera Beach, Florida
 Liggett & Myers Tobacco Co., Durham, N. C.
 Liller, Neal, and Battle, Atlanta
 Lion Oil Company, El Dorado
 Louisiana Power & Light Co., New Orleans
 Louisville and Nashville Railroad Co., Louisville
 Lynch Electronics & Nucleonics Labs.
 Masonite Corp., Laurel, Miss.
MEMPHIS PUBLISHING CO., Memphis
 Merchants National Bank, Mobile
 Metal-Katcher Co., Louisville
 Miller and Rhoades, Inc., Richmond
 Mississippi Chemical Corp., Yazoo City
MISSISSIPPI POWER CO., Gulfport
MISSISSIPPI POWER & LIGHT CO., Jackson
MISS. VALLEY GAS CO., Jackson
 Monsanto Chemical Co., Anniston
 Monsanto Chemical Co., Boston, Mass.
 National Brands, Gulfport, Miss.
 Nat'l Fruit Produce Co., Winchester, Va.
 Ness Sanitary Wiper Co., Asheville, N. C.

NEW ORLEANS PUBLIC SERVICE, INC., New Orleans
 Newport News Shipbuilding & Drydock Co., Newport News, Va.
 The News & Courier Co., Charleston
 Norfolk and Western Railway Co., Roanoke, Virginia
 Oklahoma Gas & Electric Co., Okla. City
PEMCO CORP., Baltimore
 Philip Morris Co., Ltd., Richmond, Va.
PHIPPS & BIRD, INC., Richmond
PLANTATION PIPE LINE CO., Atlanta
PNEUMAFIL CORP., Charlotte, N. C.
 The Progressive Farmer Co., Birmingham
 Quality Control Prod., Inc., Durham, N. C.
RALSTON PURINA COMPANY, St. Louis
 Reynolds Metals Co., Arkadelphia, Ark.
 Richards & Assoc., Inc., Carrollton, Ga.
 Rittenbaum Bros., Atlanta
 Riverside Oil Mills, Marks, Miss.
 A. H. Robins Co., Richmond
 Rust Engineering Co., Birmingham
SAVANNAH SUGAR REFINING CORP., Savannah
 Seaboard Air Line R. R. Co., Norfolk
SEARS ROEBUCK & CO., Atlanta
 Shell Chemical Corp., Atlanta
 Shenandoah Life Ins. Co., Roanoke
 Smith-Douglas Co., Inc., Norfolk
 Snively Groves, Inc., Winterhaven, Fla.
SONOCO PRODUCTS CO., Hartsville, S. C.
SOUTH CAROLINA ELECTRIC & GAS CO., Columbia
 South Carolina Natl. Bank, Greenville, S. C.
 South Fla. Test Service, Miami
 Southdown Sugars, Inc., Houma, La.
 Southeastern Clay Co., Alken, S. C.
SOUTHERN BELL TEL. & TEL. CO., INC., Atlanta
 Southern Natural Gas Co., Birmingham
SOUTHERN STATES EQUIPMENT CORP., Hampton, Ga.
 Southland Co., Yazoo City, Miss.
 Southland Paper Mills, Inc., Lufkin, Texas
STATE PLANTERS BANK & TRUST CO., Richmond, Va.
 Tampa Electric Co., Tampa
TELEPSEN CONSTRUCTION CO., Houston
TENNESSEE COAL & IRON, Fairfield, Ala.
 Tennessee Corp., College Park
 Tennessee Corp., New York
 Tenn. Products & Chemical Corp., Nashville
 Texas Foamed Plastic Corp., Gonzales, Tex.
 Texas Gulf Sulphur Co., Newgulf, Texas
 The Thomas Ala. Kaolin Co., Baltimore
 Times-World Corp., Roanoke
TRUST COMPANY OF GEORGIA, Atlanta
 Union Bag & Paper Corp., Savannah
UNION PLANTERS NATIONAL BANK, Memphis
UNION TRUST CO. OF MARYLAND, Baltimore
 United Gas Pipe Line Co., Shreveport
 Utilities Construction Co., Charleston, S. C.
 Virginia-Carolina Chemical Co., Richmond
VIRGINIA ELECTRIC & POWER CO., Richmond
 West Point Mfg. Co., Shawmut, Ala.
 West Va. Pulp & Paper Co., Charleston
WESTERN ELECTRIC COMPANY, Winston-Salem, N. C.
WHITNEY NATIONAL BANK OF NEW ORLEANS
 Will Corp. of Georgia, Atlanta
 Wilson Paper Box Co., Richmond
WINDSOR PROPERTIES, INC., Dallas
 Wise Motor Co., Hazlehurst, Miss.
WOLVERINE TUBE, Decatur, Ala.
 Zep Manufacturing Company, Atlanta, Ga.

AFFILIATED ORGANIZATIONS

Alabama Academy of Science
 Arkansas Academy of Science
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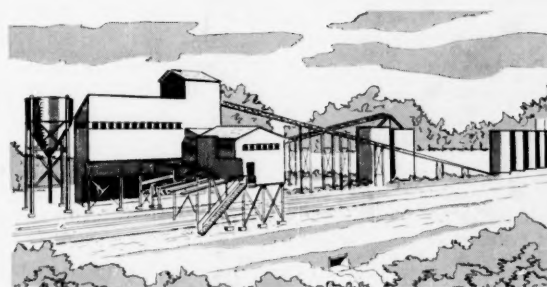
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